

Position Description Form (PDF)

College: Sir Sandford Fleming

Incumbent's Name:

Position Title: Research Outreach and Communications Coordinator Payband: I

Position Code/Number (if applicable):

Scheduled No. of Hours: 35 hours per week

Appointment Type: 12 months Less than 12 months (please specify # months: _____)

Supervisor's Name and Title: Mary Lou McLean, Director, Office of Applied Research and Innovation

Completed by: Mary Lou McLean

Date: April 4, 2024

Signatures:

Incumbent:
(Indicates the incumbent has read and understood the PDF)

Date:

Supervisor:

Date:

Instructions for Completing the PDF

1. Read the form carefully before completing any of the sections.
2. Answer each section as completely as you can based on the typical activities or requirements for the position and not on exceptional or rare requirements.
3. If you have any questions, refer to the document entitled "A Guide on How to Write Support Staff Position Description Forms" or contact your Human Resources representation for clarification.
4. Ensure the PDF is legible.
5. Responses should be **straightforward and concise using simple factual statements**.

Position Summary

Provide a concise description of the overall purpose of the position.

Serves as the primary liaison between the Office of Applied Research and Innovation (OARI) and the Marketing Department, collaborating closely to align external marketing initiatives with research objectives and priorities. Develops and executes comprehensive marketing and communication plans that promote research initiatives, projects, and achievements. Responsible for leading internal efforts to promote research among faculty, staff, and students within Fleming College.

Creates and delivers communication strategies and activities to maintain the profile of the college's entire research area (including the OARI, Centre for Advancement of Water and Wastewater Technologies (CAWT), Centre for Innovative Aquaculture Production (CIAP), and the Centre for Advancement in Mechatronics and Industrial Internet of Things (CAMIIT)). Works closely with researchers, faculty members, and administrators to identify key messages and stories to be communicated, and develops engaging content for various communication channels, building a positive image of the college's research locally, provincially, nationally and internationally.

Duties and Responsibilities

Indicate as clearly as possible the significant duties and responsibilities associated with the position. Indicate the approximate percentage of time for each duty. Describe duties rather than detailed work routines.

	Approximate % of time annually*
<p>External Communications Strategy and Execution</p> <ul style="list-style-type: none"> • Creates, implements, and monitors outreach and communications strategies for the research area through consultation and liaison with external partners and internal clients. Liaises with the Marketing Department to integrate these strategies with the college's marketing strategy. • Writes and/or edits communications pieces, including news releases, social media posts, website content, PowerPoint presentations, and articles for industry/trade/specialist publications. • Assists with the creation and placement of marketing collateral and advertisements for the research area in appropriate venues (magazines, trade publications, online). • Assists with the design and production of promotional materials for the research area including, but not limited to brochures, leaflets, annual reports, banners and backdrops. • Oversees the planning and creation of visual content, including photos and videos, to accompany research stories and initiatives, ensuring they align with branding and messaging. 	45%
<p>Internal Communications Strategy and Execution</p> <ul style="list-style-type: none"> • Creates, implements, and monitors internal communication strategies to engage faculty, staff, and students in research activities, promote awareness of research results, and foster a culture of research excellence and collaboration. • Writes and/or edits internal communications pieces, including emails, social media posts, speeches, and PowerPoint presentations. • Plans, organizes, and promotes events related to the research area, ensuring maximum attendance and impact. 	35%

<p>Stakeholder Engagement and Support</p> <ul style="list-style-type: none"> • Attends relevant meetings, events, trade shows, and networking opportunities to represent the research area and build connections with stakeholders. • Develops and maintains relationships with key internal stakeholders, including faculty members, researchers, and administrative staff, to understand their research-related communication needs and objectives. • Provides support and guidance to researchers on communication, engagement, and knowledge mobilization strategies to promote their work and foster collaboration. • Provides support and consultation to the Executive Vice President, Applied Research and Innovation (EVPARI) and OARI/CAWT/CIAP/CAMIIT Managers (Research Area Leaders) regarding communications and business development strategies. • Gathers feedback and project success stories from researchers, partners, and other stakeholders. 	<p>15%</p>
<p>Other related duties as assigned</p>	<p>5%</p>

* To help you estimate approximate percentages:

½ hour a day is 7%

1 hour a day is 14%

1 hour a week is 3%

½ day a week is 10%

½ day a month is 2%

1 day a month is 4%

1 week a year is 2%

1. Education

A. Check the box that best describes the **minimum** level of **formal** education that is required for the position and specify the field(s) of study. Do not include on-the-job training in this information.

Up to High School

1 year certificate

2 year diploma

Trade certification

3 year diploma / degree

4 year degree or 3 year diploma / degree plus professional certification

Post graduate degree (e.g. Masters) or 4 years degree plus professional certification

Doctoral degree

Field(s) of Study:

Business Communications, English, Marketing, Public Relations, Journalism

B. Check the box that best describes the requirement for specific course(s), certification, qualification, formal training or accreditation in addition to and not part of the education level noted above and in the space provided specify the additional requirement(s). Include only the requirement that would typically

be included in the job posting and would be acquired prior to the commencement of the position. Do not include courses that are needed to maintain a professional designation.

No additional requirements

Additional requirements obtained by course(s) of a total of 100 hours or less

Additional requirements obtained by course(s) of a total between 101 and 520 hours

Additional requirements obtained by course(s) of a total of more than 520 hours

2. Experience

Experience refers to the minimum time required in prior position(s) to understand how to apply the techniques, methods and practices necessary to perform this job. This experience may be less than experience possessed by the incumbent, as it refers only to the minimum level required on the first day of work.

Check the box that best captures the typical number of year of experience, in addition to the necessary education level, required to perform the responsibilities of the position and, in the space provided, describe the type of experience. Include any experience that is part of a certification process, but only if the work experience or on-the-job training occurs after the conclusion of the educational course or program.

- Less than one (1) year
- Minimum of one (1) year
- Minimum of two (2) years
- Minimum of three (3) years

	<ul style="list-style-type: none">• Practical work experience in the marketing and/or communications field, using a wide variety of standard business software and multi-media tools, including social media and website administration and maintenance.• Excellent writing, proofreading and editing skills; ability to write for various audiences and purposes.• Excellent presentation, networking, and interpersonal skills; articulate, tactful.• Experience creating visual digital media assets that include photography, video, graphic design, and web design.• Experience in problem solving, researching, and analysing complex information and using critical thinking skills. Able to exercise sound judgement.• Experience in media relations.• Practical work experience in a research environment preferred.• Detail oriented with outstanding multi-tasking and organizational skills.• Self-motivated, able to follow direction and meet short deadlines in a fast-paced environment.• Ability to work independently and as part of a team.

3. Analysis and Problem Solving

This section relates to the application of analysis and judgement within the scope of the position.

The following charts help to define the level of complexity involved in the analysis or identification of situations, information or problems, the steps taken to develop options, solutions or other actions and the judgement required to do so.

Please provide up to three (3) examples of analysis and problem solving that are regular and recurring and, if present in the position, up to two (2) examples that occur occasionally:

#1 regular & recurring	
Key issue or problem encountered.	Occurrence of negative or incorrect content being shared online about/involving the research area. Responding often calls for an immediate, diplomatic and detailed response to issues that may be of a sensitive nature.
How is it identified?	Through monitoring comments, mentions, and direct messages on social media platforms.
Is further investigation required to define the situation and/or problem? If so, describe.	Yes. Very quickly gathers information from a variety of sources both online and within the college. Considers technical and communications issues and investigates third party (or other educational institutions) responses to similar situations where possible to formulate an appropriate response and coordinate an appropriate spokesperson if required.
Explain the analysis used to determine a solution(s) for the situation and/or problem.	Critical thinking is required as decisions may involve controversial or sensitive issues. Circumstances may be changing at a fast pace and there may be no precedent. The incumbent must determine how to respond, who should respond, and how much information can be released.
What sources are available to assist the incumbent finding solution(s)? (eg. past practices, established standards or guidelines).	EVPARI, Research Area Leaders, Marketing Department, faculty and staff, students, past practices, college policy/guidelines, government legislation (Freedom of Information Act).

3. Analysis and Problem Solving

#2 regular & recurring

Key issue or problem encountered

A media release regarding a successful funding proposal must be drafted and released to coincide with the funding agency announcement. These requests often come with very short notice.

How is it identified?

The funder provides notice of the announcement to the senior research team.

Is further investigation required to define the situation and/or problem? If so, describe.

Yes. Incumbent must research to gain an understanding of the funding announcement, the funder's requirements and timeline, Fleming's successful proposal, the intended audience, and the subject matter, then tailor their writing accordingly.

The incumbent is responsible for ensuring key components of the media release are included and accurate. Drafts must go through several internal approvals before release.

The subjects involved with the research area are wide ranging; content may include research conducted at the CAWT (water and wastewater), CIAP (aquaculture), CAMIIT (advanced manufacturing and mechatronics), and the OARI (a range of program-related subjects including environmental and community studies).

The incumbent is responsible for ensuring that accompanying social media posts are created and released accordingly.

Explain the analysis used to determine a solution(s) for the situation and/or problem.

As the release is high profile, awareness and understanding of the relevant issues, context, messaging, and audience are required when writing.

What sources are available to assist the incumbent finding solution(s)? (eg. past practices, established standards or guidelines).

Research Area Leaders. The incumbent must work with the Communications Department, the Marketing Department, and the President's Office accordingly. In some cases, the funding agency must review and approve the communication before it is released.

Subject matter research would require discussions with college researchers and scientists, as well as internet research.

Other sources include funding agreements, the requirements set out in the non-disclosure with the industry partner (how much information to release to the public), policies and guidelines documents, and the funder's requirements.

#3 regular & recurring

Key issue or problem encountered

Assessing the effectiveness of the internal and external communication strategies.

How is it identified?

The incumbent is to prepare regular reports on progress and should recognize what is and isn't effective. Specific assessment requests may also come from the senior research team.

Is further investigation required to define the situation and/or problem? If so, describe.

Yes. The incumbent should regularly monitor various communication metrics. They should recognize efficacy and adjust the strategy accordingly.

The communication strategies include online and in-person engagements with internal and external audiences. The incumbent must determine why certain communications are successful or not.

Explain the analysis used to determine a solution(s) for the situation and/or problem.

Data should be collected and analyzed from a range of sources. Quantitative online metrics include social media engagement, email responses, and traffic counts.

Surveys, discussions, or feedback from internal and external stakeholders may be required to collect qualitative data.

Analyzing responses can help identify recurring themes or concerns related to communication effectiveness.

What sources are available to assist the incumbent finding solution(s)? (eg. past practices, established standards or guidelines).

Internal and external stakeholders, marketing and communications best practices.

3. Analysis and Problem Solving

#1 occasional

Key issue or problem encountered

How is it identified?

Is further investigation required to define the situation and/or problem? If so, describe.

Explain the analysis used to determine a solution(s) for the situation and/or problem.

What sources are available to assist the incumbent finding solution(s)? (eg. past practices, established standards or guidelines).

#2 occasional

Key issue or problem encountered

How is it identified?

Is further investigation required to define the situation and/or problem? If so, describe.

Explain the analysis used to determine a solution(s) for the situation and/or problem.

What sources are available to assist the incumbent finding solution(s)? (eg. past practices, established standards or guidelines).

4. Planning/Coordinating

Planning is a proactive activity as the incumbent must develop in advance a method of acting or proceeding, while coordinating can be more reactive in nature.

Using the following charts, provide up to three (3) examples of planning and/or coordinating that are regular and recurring and, if present in the position, up to two (2) examples that occur occasionally:

#1 regular & recurring

List the project and the role of the incumbent in this activity.

Develops/co-develops external marketing and communications strategies and plans for the entire research area, with an aim to increase awareness, reputation, and partnerships with external organizations. Integrates plans with the Marketing Department strategies. Creates content (including marketing materials, social media posts, media releases) and carries out the planned activities.

What are the organizational and/or project management skills needed to bring together and integrate this activity?

Sound knowledge of marketing and communications principles. Planning and coordinating skills; creation of an editorial calendar.

The incumbent will collect information from a number of different sources and using a variety of methods, including consultation with internal clients and external partners, gathering institutional data, and researching best practices and key trends.

Project coordination principles including understanding of timelines, deliverables, and project dependencies.

Understanding of effective content creation, research knowledge mobilization, brand-building, visual identity, and working within a brand identity.

Writing and editing skills, design, and creation skills.

List the types of resources required to complete this task, project or activity.

Marketing Department, Research Area Leaders, researchers, past practices, internet research, project documents. Established standards and guidelines.

Internet and social media, email, Microsoft Office, graphic design programs (such as Photoshop), printing resources.

How is/are deadline(s) determined?

Deadlines determined by the incumbent's plan in consultation with the senior research leadership, potentially also in consultation with the Marketing Department and with funding organizations.

Who determines if changes to the project or activity are required? And who determines whether these changes have an impact on others? Please provide concrete examples.

Research Area Leaders and the incumbent would make changes in consultation with each other. Leadership would have final decision.

4. Planning/Coordinating

#2 regular & recurring

List the project and the role of the incumbent in this activity.

Develops/co-develops internal marketing and communications strategies and plans for the entire research area, with an aim to promote internal awareness, celebrate successes, and encourage faculty participation in research. Creates targeted content (including emails, social media posts, information sheets, website posts), and carries out the planned activities.

What are the organizational and/or project management skills needed to bring together and integrate this activity?

Sound knowledge of marketing and communications principles. Planning and coordinating skills; creation of an editorial calendar.
 Understanding of effective content creation. Writing and editing skills, design, and creation skills.
 The incumbent will collect information from a number of different sources and using a variety of methods, including consultation with internal clients and external partners, gathering institutional data, and researching best practices and key trends.
 Project coordination principles including understanding of timelines, deliverables, and project dependencies.

List the types of resources required to complete this task, project or activity.

Marketing Department, senior research leadership and staff, researchers, past practices, internet research.
 Internet and social media, email, Microsoft Office, WordPress, graphic design programs (such as Photoshop), printing resources.

How is/are deadline(s) determined?

Deadlines determined by the incumbent's plan in consultation with the senior research leadership, associated deadlines may be dictated by funding organizations. Activities may coincide with events that have a set date.

Who determines if changes to the project or activity are required? And who determines whether these changes have an impact on others? Please provide concrete examples.

Research Area Leaders and the incumbent would make changes in consultation with each other. Leadership would have final decision.

#3 regular & recurring

List the project and the role of the incumbent in this activity.

Create and carry out a plan to attend relevant industry meetings and events to represent and promote the research area (in whole or in part). Determine the best method and degree of participation (hosting a booth, participating in a panel, etc.)
 Incumbent is responsible for ensuring photography/video and social media coverage of the events.

What are the organizational and/or project management skills needed to bring together and integrate this activity?

Event booking skills, such as finding the relevant event, booking the conference, making travel arrangements, and attending.

Create a plan for the messaging to be delivered at the event, including creating and/or securing booth materials such as a backdrop, banners and signs, marketing materials, sign up sheets, conference giveaways, brochures.

Networking and in-person communication skills to meet with potential new partners or clients.

List the types of resources required to complete this task, project or activity.

Research Area Leaders, applied research strategic plans, conference guidelines, Fleming expense guidelines, external funding guidelines. Marketing Department.

Internet and social media, email, Microsoft Office, graphic design programs (such as Photoshop), printing resources.

How is/are deadline(s) determined?

The day of the event is determined by the event organizers, however the deadlines for own work leading up to the event are determined by the incumbent in conjunction with their supervisor. The incumbent would be required to set deadlines to have materials printed, conference giveaways purchased, insurance obtained, arrange for electrical service (at booth), car rental, etc.

Who determines if changes to the project or activity are required? And who determines whether these changes have an impact on others? Please provide concrete examples.

Event participation and plans are authorized by the Director, Applied Research and Innovation or the EVPARI. During the event, the incumbent has autonomy to change aspects of the event participation and social media coverage as they determine.

4. Planning/Coordinating

#1 occasional

List the project and the role of the incumbent in this activity.

Create and carry out a plan to host an on-campus research-related event (e.g. Minister's visit/announcement or Applied Research Expo).

Incumbent would lead the preparations, including drafting an agenda, invite list, media release. Working with others, they would be responsible for booking facility tours and/or location of event, confirming attendees, as well as preparing handouts and brochures and presentations.

Incumbent is also responsible for ensuring photography/video and social media coverage of the events.

What are the organizational and/or project management skills needed to bring together and integrate this activity?

Sound knowledge of project coordination principles including understanding of timelines, deliverables, project dependencies, keeping a team on task.
Diplomacy, knowledge of proper protocols, strong interpersonal skills, writing/editing skills, time management, tracking, and follow up skills.

List the types of resources required to complete this task, project or activity.

Various office and design software, Fleming expense guidelines, external funding guidelines.
Knowledge of VIP protocol.
The incumbent would have access to other staff in the research area to assist with planning and execution. The incumbent would communicate with the staff on the day of the event to ensure everyone is aware of where they need to be.
Cooperation and assistance from other college departments, including Marketing, Physical Resources, and IT.

How is/are deadline(s) determined?

The day of the event may be determined by the Minster's/VIP's office or the EVPARI, however the deadlines for own work leading up to the event are determined by the incumbent in conjunction with their supervisor. The incumbent would be required to set deadlines to have materials printed, invitations sent out, etc.

Who determines if changes to the project or activity are required? And who determines whether these changes have an impact on others? Please provide concrete examples.

The VIP and/or senior College leadership determine if the date/agenda changes however, the incumbent has autonomy to change details of the event, such as hospitality, event location, recommending staffing resources.

#2 occasional

List the project and the role of the incumbent in this activity.

What are the organizational and/or project management skills needed to bring together and integrate this activity?

List the types of resources required to complete this task, project or activity.

How is/are deadline(s) determined?

Who determines if changes to the project or activity are required? And who determines whether these changes have an impact on others? Please provide concrete examples.

5. Guiding/Advising Others

This section describes the **assigned responsibility** of the position to guide or advise others (e.g. other employees, students). Focus on the actions taken (rather than the communication skills) that directly assist others in the performance of their work or skill development.

Though Support Staff cannot formally "supervise" others, there may be a requirement to guide others using the incumbent's job expertise. This is beyond being helpful and providing ad hoc advice. It must be an assigned responsibility and must assist or enable others to be able to complete their own tasks.

Check the box(es) that best describe the level of responsibility assigned to the position and provide an example(s) to support the selection, including the positions that the incumbent guides or advises.

Regular & Recurring	Occasional	Level	Example
X	<input type="checkbox"/>	Minimal requirement to guide/advise others. The incumbent may be required to explain procedures to other employees or students.	Regular guidance provided to research employees and students regarding branding guidelines and communications with partners and external entities.
<input type="checkbox"/>	<input type="checkbox"/>	There is a need for the incumbent to demonstrate correct processes/procedures to others so that they can complete specific tasks.	
X	<input type="checkbox"/>	The incumbent recommends a course of action or makes decisions so that others can perform their day-to-day activities	Based on knowledge/expertise with communications/writing/media: <ul style="list-style-type: none"> - Advises Research Area Leaders on appropriate content for various written material. - Advises Research Area Leaders on business and partner development activities. - Recommends the best course of action for handling media issues. - Guides and advises research staff by preparing speaking notes, backgrounders, speeches and presentations.

- The incumbent is an active participant and has ongoing involvement in the progress of others with whom they have the responsibility to demonstrate correct processes/procedures or provide direction.
- The incumbent is responsible for allocating tasks to others and recommending a course of action or making necessary decisions to ensure the tasks are completed.

6. Independence of Action

Please illustrate the type of independence or autonomy exercised in the position. Consideration is to be given to the degree of freedom and constraints that define the parameters in which the incumbent works.

What are the instructions that are typically required or provided at the beginning of a work assignment?	
Regular and Recurring	Occasional (if none, please strike out this section)

This position is expected to work very independently on activities and projects. Examples where incumbent is given instruction would include receiving instructions from either the EVPARI or Director, OARI, as simply as:

- Increase social media activity
- Write some success stories about projects
- Create some promotional material for an upcoming conference
- Organize an event (Minister's visit, etc.)

Very few other instructions are given, if it all, in most cases.

In all examples, the incumbent is expected to work with the Marketing Department to create/write/design/organize all of the above with limited direction.

Incumbent has significant freedom to develop and plan to support project activities and materials, to determine deadlines, and act independently without supervision.

Works to broad expectations, which are modified and negotiated over the course of events. These expectations are developed in consultation with the Research Leadership Team.

What rules, procedures, past practices or guidelines are available to guide the incumbent?	
Regular and Recurring	Occasional (if none, please strike out this section)
College policies and procedures. Samples of previous funding proposals, news releases, articles, corporate message copy, etc.	

How is work reviewed or verified (eg. Feedback from others, work processes, Supervisor)?	
Regular and Recurring	Occasional (if none, please strike out this section)

Support Staff PDF

<p>Frequency of work being checked varies from rarely (e.g. social media posts) to checked upon completion (short writing assignments). Work would be reviewed by the Director, OARI, Marketing Department, or other managers, as needed.</p> <p>Final drafts are approved by the Director, OARI or designate.</p> <p>When appropriate, certain draft documents, such as media releases, are reviewed and approved by the Marketing Department, Communications Department, and the President's Office, before releasing.</p>	
--	--

Independence of Action

Describe the type of decisions the incumbent will make in consultation with someone else other than the Supervisor?	
Regular and Recurring	Occasional (if none, please strike out this section)
Content for marketing materials, success stories, and media releases – in consultation with the Marketing Department, research staff, research managers, and with external partners.	

Describe the type of decisions that would be decided in consultation with the Supervisor.	
Regular and Recurring	Occasional (if none, please strike out this section)
Content for "high profile" written material.	Social media negative or sensitive responses.
Priority setting.	Final design and creation of posters, logos and other advertisements.
Deadlines for content, events, etc.	Research and sourcing promotional materials (giveaways).
	Budget for paid advertisements (print or online).

Describe the type of decisions that would be decided by the incumbent.	
Regular and Recurring	Occasional (if none, please strike out this section)

<p>Digital content (such as web page updates and social media posts), including visual assets (such as photos and graphics).</p> <p>Appropriate content and format of various writing assignments.</p> <p>Edits to writing completed by others.</p> <p>Appropriate response to common, recurring or non-sensitive inquiries.</p>	<p>Initial planning of special events.</p> <p>Design and content of marketing material and tradeshow signs and banners.</p>
--	---

7. Service Delivery

This section looks at the service relationship that is an assigned requirement of the position. It considers the required manner in which the position delivers service to customers. It is not intended to examine the incumbent's interpersonal relationship with those customers and the normal anticipation of what customers want and then supplying it efficiently. It considers how the request for service is received and the degree to which the position is required to design and fulfil the service requirement. A "customer" is defined in the broadest sense as a person or groups of people and can be internal or external to the College.

In the table below, list the key service(s) and its associated customers. Describe how the request for service is received by the incumbent, how the service is carried out and the frequency.

Information on the service		Customer	Frequency (D, W, M, I)*
How is it received?	How is it carried out?		
Preparation of printed and digital marketing and communications pieces.	The incumbent will meet with the customer to discuss needs and gain a thorough understanding of the desired outcome. They will then prepare a draft document which is reviewed and discussed further before final editing is completed.	Research Area Leaders, Marketing Department, industry partners.	W
Preparation of media releases	Compile, write and edit releases for posting on the Fleming web site, distribution, and social media	Media, local government and community groups	M

Support Staff PDF

Requests for media relations	Respond to or initiate phone calls or emails	Executive leaders, Marketing Department, faculty, staff and students, industry partners.	I
Requests/response to social media issues	Respond to or initiate phone calls, emails, posts or tweets	Internal staff and external partners	W
Prepare PowerPoint presentations for various meetings and conferences	The incumbent will meet with the customer to discuss needs and gain a thorough understanding of the desired outcome. They will then prepare a draft presentation which is reviewed and discussed further before final editing is completed.	Managers, EVPARI, Scientists	M

* D = Daily W = Weekly M = Monthly I = Infrequently

8. Communication

In the table below indicate the type of communication skills required to deal effectively with others. Be sure to list both verbal (e.g. exchanging information, formal presentations) and written (e.g. initiate memos, reports, proposals) in the section(s) that best describes the method of communication.

Communication Skill/Method	Example	Audience	Frequency (D, W, M, I)*
Exchanging routine information, extending common courtesy	Coordination of content for website/social media and/or print media pieces	Research Area Leaders, Marketing Department	D
	Responding to social media inquiries/posts	Public	D
	Respond to media inquiries	Media	M
	Provides information about the research area during special events	Industry partners, funding partners, general public	M

Support Staff PDF

Explanation and interpretation of information or ideas	Promotes the research area at trade shows, conferences and other networking events.	General public and potential industry partners	M
	Coordination and advice on media and social media issues and works to reach agreement on message to be conveyed; information may be confidential.	Research Area Leaders, industry partners, funders.	M
	Prepares and delivers formal presentations.	Industry partners, public, special guests, college leaders, college staff, research staff.	M
Imparting technical information and advice	Provides media relations advice.	EVPARI, Manager Applied Research	I
	Writes articles, speeches, media supplements, backgrounders, news releases, etc. translating technical information, as needed into easy-to-understand language.	Industry/trade specialists, community, government agencies, Research Area Leaders, College Leaders	D
	Discusses, recommends, and advises on knowledge mobilization and communications activities of research projects.	Research Area Leaders, industry partners.	W
Instructing or training			
Obtaining cooperation or consent	Obtains consent of industry partners to be included in marketing and communications pieces.	Industry and funding partners.	M
	Arrange for marketing pieces and initiatives to be published/displayed.	Media companies, event organizers, industry partners	M
Negotiating			

* D = Daily W = Weekly M = Monthly I = Infrequently

9. Physical Effort

In the tables below, describe the type of physical activity that is required on a regular basis. Please indicate the activity as well as the frequency, the average duration of each activity and whether there is the ability to reduce any strain by changing positions or performing another activity. Activities to be considered are sitting, standing, walking, climbing, crouching, lifting and/or carrying light, medium or heavy objects, pushing, pulling, working in an awkward position or maintaining one position for a long period.

Physical Activity	Frequency (D, W, M, I)*	Duration			Ability to reduce strain		
		< 1 hr at a time	1 - 2 hrs at a time	> 2 hrs at a time	Yes	No	N/A
Sitting at a computer	D		X		X		
Medium lifting – lifting and carrying promotional material	I	X			X		
Shooting pictures and video in a variety of settings – indoor and outdoor	M	X			X		

* D = Daily W = Weekly M = Monthly I = Infrequently

If lifting is required, please indicate the weights below and provide examples.

Light (up to 5 kg or 11 lbs)

Medium (between 5 to 20 kg or 11 to 44 lbs)

Heavy (over 20 kg or 44 lbs)

Camera equipment
Boxes of promotional materials and displays at conferences/events

10. Audio Visual Effort

Describe the degree of attention or focus required to perform tasks taking into consideration:

- the audio/visual effort and the focus or concentration needed to perform a task and the duration of the task, including breaks (eg. up to 2 hours at one time including scheduled breaks)
- impact on attention or focus due to changes to deadlines or priorities
- the need for the incumbent to switch attention between tasks (eg. multi-tasking where each task requires focus or concentration)
- whether the level of concentration can be maintained throughout the task or is broken due to the number of disruptions

Provide up to three (3) examples of activities that require a higher than usual need for focus and concentration.

Activity #1	Frequency (D, W, M, I)*	Average Duration		
		Short < 30 mins	Long up to 2 hrs	Extended > 2 hrs
Interpret and consolidate information in order to write/post with a consistent, appropriate, accurate and fresh approach	D		X	
Can concentration or focus be maintained throughout the duration of the activity? If not, why? <input checked="" type="checkbox"/> Usually <input type="checkbox"/> No				

Activity #2	Frequency (D, W, M, I)*	Average Duration		
		Short < 30 mins	Long up to 2 hrs	Extended > 2 hrs
Can concentration or focus be maintained throughout the duration of the activity? If not, why? <input type="checkbox"/> Usually <input type="checkbox"/> No				

Activity #3	Frequency (D, W, M, I)*	Average Duration		
		Short < 30 mins	Long up to 2 hrs	Extended > 2 hrs
Can concentration or focus be maintained throughout the duration of the activity? If not, why? <input type="checkbox"/> Usually <input type="checkbox"/> No				

* D = Daily W = Weekly M = Monthly I = Infrequently

11. Working Environment

Please check the appropriate box(es) that best describes the work environment and the corresponding frequency and provide an example of the condition.

Working Conditions	Examples	Frequency (D, W, M, I)*
<input checked="" type="checkbox"/> acceptable working conditions (minimal exposure to the conditions listed below)		D
<input type="checkbox"/> accessing crawl spaces/confined spaces		
<input type="checkbox"/> dealing with abusive people		
<input type="checkbox"/> dealing with abusive people who pose a threat of physical harm		
<input type="checkbox"/> difficult weather conditions		
<input type="checkbox"/> exposure to extreme weather conditions		
<input type="checkbox"/> exposure to very high or low temperatures (e.g. freezers)		
<input type="checkbox"/> handling hazardous substances		
<input type="checkbox"/> smelly, dirty or noisy environment		
<input checked="" type="checkbox"/> travel	Travel – regional and national (partner consultations, trade shows, conferences) - national – approximately 2 times per year for 1-2 days; regional – approximately 6 times per year for 1-2 days	M
<input type="checkbox"/> working in isolated or crowded situations		
<input type="checkbox"/> other (explain)		

* D = Daily M = Monthly W = Weekly I = Infrequently