



## CAAT Job Evaluation System for Non-Bargaining Unit Employees

### Ontario Colleges of Applied Arts and Technology

The Job Fact Sheet Questionnaire (JFS) is used to gather information for job evaluation purposes for the Colleges' Administrative Staff positions. Please read each section carefully before completing.

The Education and Experience sections are to be completed by the College according to the College's recruitment standards.

Upon completion by an incumbent, the JFS is reviewed and, when necessary, adjusted by the position's Manager and the Senior Manager responsible for the position. Any changes to the JFS are to be reviewed with the incumbent prior to evaluation. The JFS is then submitted to the appropriate College official for job evaluation purposes.

The JFS is not finalized until it has gone through the job evaluation process and the results have been confirmed by the College. A copy of the finalized JFS will be provided the incumbent for information purposes and as a job description.

#### POSITION IDENTIFICATION

**Position Title:** Brand Marketing Strategy Manager  
**Position Number:** A00236  
**Incumbent:**  
**Pay Band:** 11  
**Division/Department:** Marketing, Communications & Student Recruitment  
**Location/Campus:** Peterborough/Sutherland  
**Immediate Supervisor (title):** Associate Vice President, Marketing & Advancement  
**Date of JFS:** April 28, 2025  
**Last Evaluated:** November 30, 2023

#### Type of Position:

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Administrative | <input type="checkbox"/> Part-Time Administrative |
| <input type="checkbox"/> Sessional Academic        | <input type="checkbox"/> Part-Time Academic       |
| <input type="checkbox"/> Part-Time Support         | <input type="checkbox"/> Other                    |

#### I have read and understood the contents of the Job Fact Sheet (if completed by an incumbent):

Incumbent: \_\_\_\_\_ Date: \_\_\_\_\_

**Recommended by:**  
Position's Manager: \_\_\_\_\_ Date: \_\_\_\_\_

**Approved by:**  
Senior Manager: \_\_\_\_\_ Date: \_\_\_\_\_

## POSITION SUMMARY

**Provide a concise description of the position by identifying its most significant responsibilities and/or accountabilities.**

Reporting to the Associate Vice President, Marketing and Advancement, the Brand Marketing Strategy Manager provides strategic leadership and management oversight for all brand-related initiatives, ensuring alignment with the college's three-year strategic marketing plan, enrollment goals, and overall institutional priorities. The incumbent leads a team of functional experts comprised of graphic design, videography and marketing personnel, who act in the capacity of support for campaigns and marketing initiatives.

The Brand Marketing Strategy Manager will work with the Associate Vice President, Marketing and Advancement, and the Digital Marketing Strategy Manager, to develop and implement a 3-year strategic marketing plan that is comprised of integrated college-wide digital marketing promotions and campaigns and out-of-home (OOH) advertising, driven by enrolment plans and brand-building objectives. This plan will include both multi-channel and multi-audience marketing strategies and programs with a focus on increasing Fleming's brand awareness, program applications and confirmations. The 3-year strategic plan will align with both the College strategic plan and short-term business needs, including positioning, messaging, and competitive differentiation.

The Brand Marketing Strategy Manager negotiates and manages the booking of all OOH advertising - billboards, bus wraps, transit shelters. The incumbent will work closely with the Digital Marketing Strategy Manager to ensure that OOH buys are aligned with digital buys (geo's, tactics etc.).

The incumbent will lead the CRM (Salesforce) project to enhance lead, prospect, and applicant conversion through digital platforms and will develop and oversee the execution of the marketing strategy that includes but is not limited to cohesive search engine optimization strategy and ensures that both the UI and UX of the website is optimized to reflect the consumer journey.

The incumbent will be responsible for maintaining visual consistency and quality across all brand touch points, including, campaigns, print materials, and physical spaces. The incumbent will work with the Digital Marketing Strategy Manager to ensure that the web and social assets are aligned to the most up to date and recent brand identity standards. The incumbent will enhance and maintain the visual identity and design guidelines for the organization's brand, including the logo, color palette, typography, imagery, photography. This includes managing the design and production of all brand-related materials, story boarding for videos, developing shot lists for photoshoots and developing and enhancing the College brand campaigns.

The Brand Marketing Strategy Manager will effectively direct and manage the Graphic Designer and the Videographer to develop, implement and maintain a consistent and compelling brand identity across all channels and touch points. The incumbent will collaborate with various stakeholders to ensure the brand's visual representation is consistent and aligned with the organization's values, objectives, and five-year College strategic plan. Additionally, the incumbent will have a focus to ensure AODA compliance for all advertising products. This role requires a strong understanding of brand principles, excellent design and art direction skills, and the ability to manage and inspire a creative team.

The Brand Marketing Strategy Manager will be a cross-functional collaborator, collaborating with and being the primary point of contact for all academic schools, departments, and divisions within the College to ensure brand alignment and support with marketing initiatives. The incumbent will own all portfolios and ensure effectiveness of working relationships with all areas. The incumbent will build go-to-market strategies and tactics to ensure there is effective brand consistency. The incumbent will lead and utilize the support of the Marketing Consultants to effectively deliver growth that contributes to overall objectives.

The Brand Marketing Strategy Manager will work closely with the Digital Marketing Strategy Manager and the College’s institutional research team and continuously monitor enrollment including applications and confirmations to make recommendations based on data, customer insights, market dynamics, and College dashboards as it pertains to applications and confirmations and programs with a strong weighted funded unit (WFU), high institutional strength among a variety of other factors and data sets.

**KEY DUTIES**

**Provide a description of the position’s key duties. Estimate the percentage of time spent on each duty (to the nearest 5%). Add an extra page if necessary.**

**% OF TIME**

**1. Creative Campaign and Customer Relationship Management Strategy (30%)**

- Works closely with the Associate Vice President, Marketing and Advancement and other Senior Leaders/Managers (e.g. Marketing, Recruitment, Communications and Advancement) in the development of marketing strategies to market the Fleming College brand, which includes the breadth of our offerings, services and events.
- Actively participates in the development of the 3-year Strategic Marketing plan.
- The incumbent will develop lead generation campaigns in Salesforce designed to nurture leads from the prospective student stage straight through to the application and conversion process.
- Act as a day-to-day strategic resource for Salesforce, with responsibilities including data analysis, campaign strategy, journey planning and development, messaging strategy, test & learn design and management, and supporting cross-functional and cross-agency initiatives.
- Manage the Salesforce Customer Relationship Management (CRM) campaign to grow lead generation and nurture leads to apply and convert. This includes all DRIP campaigns and all segmented communications within. Interact with counterparts throughout the institution (academic schools, departments and divisions, Marketing, Communications and other related groups) to launch cross functional promotions and ensure cohesive campaign messaging across all marketing vehicles.
- Manages campaign development, overseeing the creation of branding, themes, taglines and copy for an effective campaign(s), in addition to working with the marketing and communications leadership to align all Out of Home (OOH) platforms with digital strategies and enhancing our Customer Relationship Management (CRM).
- Serves as the primary point of contact and lead strategist when working with creative advertising agencies for on-going and new campaigns, establishing project goals, timelines and deliverables.
- Collaborates with the Digital Marketing Strategy Manager to serve as the primary points of contact for the academic schools, guiding the development and execution of new program marketing plans that align with the three-year Strategic Marketing Plan and providing management oversight to keep stakeholders informed and campaigns on track.
- Manages campaign development, providing oversight while guiding Marketing Consultants to action items and deliver effective, results-driven marketing initiatives.
- Review and enhance the copy on all program pages to be on brand in both tone and voice, that is ultimately written with a ‘marketing lens.’

- Formulates creative strategies aligned with the client's goals. This phase involves brainstorming sessions, market research, and competitive analysis to devise innovative campaigns.
- Works in partnership with the Manager, Student Recruitment and Conversions on all related advertising and recruitment events and initiatives including but not limited to community events, Ontario College Information Fair and Spring/Fall Open Houses/ Instagram Lives to ensure branding is consistent, relevant and updated.

## **2. Video, Graphic Design and Brand Planning and Execution**

**(30%)**

- Serves as the primary point of contact for internal stakeholders during campaign development, ensuring deliverables, timelines, and responsibilities are clearly defined and met.
- Develops comprehensive marketing plans with a clear critical path for routine projects and a well-defined project charter for larger, more complex initiatives.
- Oversees the integration of print materials, designs, and video into the omni-channel advertising environment, maintaining consistent brand messaging and high-quality production values.
- Manages and art directs internal graphic design and videography personnel, providing clear directions and ensuring alignment with brand standards and institutional goals.
- Leads the design direction and production of brand-related materials including storyboarding videos, develop shot lists for photoshoots, and supervising on-site art direction.
- Develop and enhance the College brand campaigns, develop captivating front covers for key publications (Fleming Ignites, Viewbook- domestic and international and HSAD Course calendar).
- Manage brand identity, including the logo, color palette, typography, imagery, photography enhancements, to ensure consistent application across all platforms.
- Oversee the management and maintenance of the College's brand identity and positioning.
- Plans and implements brand marketing strategies that support enrolment targets and other institutional priorities, maintain cohesive messaging across all channels.
- Leads the team in developing the short and long term strategies and planning that align with other marketing initiatives.
- Collaborates with internal videographer and external video production companies to develop recruitment, program and campaign videos that effectively tell a digital story and align with current brand campaign.
- Liaises with creative agencies and external creative service vendors to enhance existing campaigns and or create new brand campaigns that are aligned with the 3-year strategic marketing plan.

## **3. Human Resources Management**

**(25%)**

- Meets regularly with direct reports to set goals, ensure objectives and projects are progressing as planned, on time, on brand and on budget.
- Motivates and inspires the team by being supportive and provides effective management by actively listening and providing consistent guidance driven by experience and knowledge of the portfolio and the college environment.
- Provides leadership, direction, expertise and motivation to Graphic Designers, Videographer and Marketing Consultants to assist direct reports in building their skills to assist future career development.

**4. Budget/Financial Management**

**(15%)**

- Develops, administers and monitors the annual marketing budget in collaboration with the Associate Vice President, Marketing and Advancement, ensuring all expenditures align with strategic priorities and institutional guidelines.
- Builds and maintains strong relationships with media buyers, particularly major Out-of-Home (OOH) vendors, to secure cost-effective and high-impact advertising opportunities that support the institution's marketing objectives.
- Negotiates and reviews contracts for both OOH and digital media executions, leveraging market insights to obtain competitive rates and optimize return on investment.
- Identifies fiscally sustainable strategies to reduce costs and improve operational efficiency, ensuring that service quality and marketing effectiveness remain uncompromised.
- Collaborates with the Digital Marketing Strategy Manager to establish, review marketing and advertising budgets, focusing on maximizing reach, engagement and conversions.
- Produces regular financial reports and forecasts, highlighting budget performance, cost saving measures, and recommendations for resource reallocation as needed.

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**TOTAL:**

**100%**

## 1. COMPLEXITY - JUDGEMENT (DECISION MAKING)

**Complexity** refers to the **variety** and relative **difficulty** of **comprehending** and **critically analyzing** the material, information, situations and/or processes upon which decisions are based.

**Judgement** refers to the **process** of identifying and reviewing the available options involved in decision making and then choosing the most appropriate option. Judgement involves the application of the knowledge and experience expected of an individual performing the position.

Provide up to three examples of the most important and difficult decisions that an incumbent is typically required to make.

- a) The incumbent is responsible for the development and production of the 3-year strategic marketing plan/schedule to support marketing/recruitment strategies and/or enrolment targets. The Manager must ensure the plan/content is competitively creative. In developing the plan, the Manager must integrate lead capture platforms and storyboard highly creative strategies. The Manager cannot rely on previous successes and must be proactive and embrace emerging technologies and/or trends.
- b) The manager leads the process of enhancing the brand and future brand campaigns, drawing on relevant expertise from internal Marketing Consultants, Graphic Designer and Videographer, and external agencies as needed, The Manager will determine if a task group is required, identifies the impacted departments and selects the appropriate representatives. The Manager is also responsible for developing the project budgets and allocating the necessary resources to ensure successful project completion.
- c) The Manager is responsible for ensuring the college's brand and consistent brand messaging are adhered to in all communications and advertising channels and platforms. If a department or individual creates their own messaging that misrepresents or ignores the branding standards, it is the incumbent's responsibility to investigate and recommend changes to the marketing process to limit other occurrences.

## 2. EDUCATION (to be finalized by the College)

Education refers to the **minimum level** of formal education and/or the type of training or its equivalent that is required of an incumbent at the **point of hire** for the position. This may or may not match an incumbent's actual education or training.

The College is to finalize the minimum level of education and/or type of training or its equivalent that is required for the position based upon the College's recruitment standards.

<b>Non-Post Secondary</b>	
<input type="checkbox"/> Partial Secondary School	<input type="checkbox"/> Secondary School Completion
<b>Post Secondary</b>	
<input type="checkbox"/> 1-Year Certificate	<input checked="" type="checkbox"/> 4-Year Degree
<input type="checkbox"/> 2-Year Diploma	<input type="checkbox"/> Masters Degree
<input type="checkbox"/> 3-Year Diploma/Degree	<input type="checkbox"/> Post Graduate Degree
<input type="checkbox"/> Professional Designation	Specify:
<input type="checkbox"/> Other	Specify:

### A) Specify and describe any program speciality, certification or professional designation necessary to fulfil the requirements of the position.

- Honours Bachelor degree in marketing, social/digital media, advertising, communications or related field

### B) Specify and describe any special skills or type of training necessary to fulfill the requirements of the position (e.g., computer software, client service skills, conflict resolution, operating equipment).

- Up-to-date knowledge of industry trends, emerging technologies, and best practices in brand management and design
- Experience thinking strategically and holistically across full marketing mix with specific focus and passion on emerging platforms
- Ability to lead and inspire a team of designers, providing guidance, feedback, and mentorship
- Excellent client/customer service skills, focused on the desire to work cooperatively with team members and clients
- Demonstrated record of excellent oral and written communication skills
- Excellent time management, organizational, planning, analytical and intuitive skills
- Sound knowledge of Microsoft Office

### 3. EXPERIENCE (to be finalized by the College)

Experience refers to the amount of **related, progressive** work experience required to obtain the essential techniques, skills and abilities necessary to fulfil the requirements of the job at the **point of hire** into the position. This may or may not match the incumbent's actual amount of experience.

The College is to finalize the minimum amount and type of experience appropriate for the position based upon the College's recruitment requirements.

#### Experience required at the point of hire. Up to and including:

- |  |   |
|--|---|
| <input type="checkbox"/> 0 - no experience | <input type="checkbox"/> 3 years            |
| <input type="checkbox"/> 1 month           | <input checked="" type="checkbox"/> 5 years |
| <input type="checkbox"/> 3 months          | <input type="checkbox"/> 7 years            |
| <input type="checkbox"/> 6 months          | <input type="checkbox"/> 9 years            |
| <input type="checkbox"/> 1 year            | <input type="checkbox"/> 12 years           |
| <input type="checkbox"/> 18 months         | <input type="checkbox"/> 15 years           |
| <input type="checkbox"/> 2 years           | <input type="checkbox"/> 17 years           |

#### Specify and describe any specialized type of work experience necessary to fulfill the requirements of the position.

- 5-years experience in marketing strategy or marketing and communications with demonstrated experience leading a team
- Full understanding of marketing, advertising, website, CRM tools and social/digital media and various communication and paid advertising tools
- Proven experience in brand management, visual identity design, and creative direction
- Strong portfolio showcasing a range of design products and expertise in brand development
- Proficiency in design software such as Adobe Creative Suite (Photoshop, Illustrator, Indesign) and other relevant tools
- Deep understanding of design principles, typography, color theory, and visual storytelling
- Proven ability to develop and maintain brand guidelines and ensure consistency across all touchpoints
- Expert understanding of branding, and the ability to create a visual identity that aligns with our values, mission, and target audience
- You are ready to grow your career and lead a creative service team (Graphic Designer, Videographer, Marketing Consultants). Strong leadership and team management abilities, with the capacity to inspire and motivate a creative team.
- Thorough knowledge of marketing principles and segmentation analysis
- Proven financial management and budget forecast skills
- Experience working with multiple organizations in jointly developing marketing, search engine marketing, search engine optimization and programmatic advertising strategies, marketing plans and budgets
- Experience with conducting market research projects and analyzing data
- Demonstrated success in building market share and proven marketing and advertising plans
- Strong project management and organizational skills. Must be able to support at a strategic and sometimes tactical level to ensure effective execution of important program timelines and deliverables.

- Excellent relationship management skills with internal and external stakeholders with demonstrated ability to influence, collaborate and negotiate cross functionally
- Self-starter, ability to drive project forward and perform independently with minimal supervision
- Ability to multi-task and perform well under pressure

#### 4. INITIATIVE - INDEPENDENCE OF ACTION

Initiative - Independence of action refers to the **amount of responsibility** inherent in a position and the **degree of freedom** that an incumbent has to **initiate** or **take action** to complete the requirements of the position. An incumbent is required to foresee activities and decisions to be made, then take the appropriate action(s) to ensure successful outcomes. This factor recognizes the established levels of authority which may restrict the incumbent's ability to initiate or take action, e.g., obtaining direction or approval from a supervisor, reliance on established procedures/methods of operation or professional practices/standards, and/or built-in-controls dictated by computer/management systems.

**A) Briefly describe up to three typical job duties/types of decisions that the incumbent is required to perform using their initiative without first having to obtain direction or approval from a supervisor.**

- a) Develops the strategy and the design, production and execution of 3-year strategic marketing plan.
- b) Managing the Graphic Designer, Videographer and Marketing Consultants and associated projects, ensuring projects are delivered on brand and on time.
- c) Creates marketing strategies, campaign plans, and workback schedules, and reviews and approves all brand related materials, to ensure alignment with brand standards, timely execution, and effective messaging.

**B) Briefly describe up to three typical job duties/types of decisions that the incumbent is required to perform which required the direction or approval from a supervisor.**

- a) Development of the annual marketing budget for the Associate Vice President, Marketing and Advancement's approval.
- b) Proposals for new initiatives or significant changes to existing or previously approved college wide brand marketing campaigns, including alterations to creative direction, budget allocations, timelines or target audiences.
- c) Staffing decisions that may involve hiring/discipline/ termination.

**Give specific examples of guidelines, procedures, manuals (formal or informal), computer systems/programs that are used in performing job duties and in making decisions, e.g., Government regulations, professional or trade standards, College policies or procedures, department or program procedures, computerized/manual programs/systems and any other defined methods or procedures.**

- College and department policies, procedures
- College strategic plan

- Brand messaging standards/guidelines
- Collective Agreements
- Relevant legislation (ex. AODA, CASL)

## 5. POTENTIAL IMPACT OF DECISIONS

Potential Impact of Decisions recognizes the **potential consequences** that **errors in judgement** made by an incumbent, despite due care, could have on the College. Usually, the higher the level of accountability inherent in a position, the greater the potential consequences there are on the College from errors in judgement.

**Give up to three examples of the typical types of errors in judgement that an incumbent could make in performing the requirements of the position. Do not describe errors which could occur as a result of poor performance, or ones that are rare or extreme. Indicate the probable effects of those errors on the College, e.g., loss of reputation of program/College, waste of resources, financial losses, injury, property damage, affects on staff, students, clients or public.**

- a) Ineffective brand campaign messages/strategies will have a negative effect on the college's image thereby impacting how potential students and clients perceive the college, which could hinder enrollment.
- b) Not recognizing/projecting changing trends or technologies related to marketing and advertising could lead students and clients to perceive the college as a dated educational institution instead of leading edge.
- c) Not performing adequate research on trends, market and segmented audiences prior to launching a brand campaign could negatively impact the brand of the College and the success of the campaign which will negatively impact enrolment targets.

## 6. CONTACTS AND WORKING RELATIONSHIPS

Contacts and Working Relationships refers to the **types, importance** and **intended outcomes** of the contacts and working relationships required by an incumbent to perform the responsibilities of a position. It also measures the skill level required to be effective in dealing with contacts and being involved in working relationships. This factor does **not** focus on the level of the contact, but on the **nature** of the contact.

**Indicate by job title, with whom an incumbent is required to interact to perform the duties and responsibilities of the positions. Describe the nature, purpose and frequency of the interaction, e.g., exchanging information, teaching, conflict resolution, team consultation, counselling.**

Contacts	Contacts by Job Title	Nature and Purpose of Contact	Frequency of Contact	
			Occasional	Frequent
Internal to the College:			Occasional	Frequent
Internal to the college, e.g. students, staff, senior management, colleagues.	Acting Associate VP, Marketing & Advancement, Senior Leaders	Development of marketing strategies, marketing campaigns Exchanging Information Project Management Consultation		X
	Creative Services Team (Graphic Designers, Videographer)	Development of key messages Workload planning Project Management Exchanging Information Problem solving Art direction Identifying trends		X
	Manager Student Recruitment & Conversions	Development of promotions regarding recruitment events Workload Planning Exchanging Information Problem Solving		X
	IT	Website/digital tools strategies and planning	X	
	Deans, Directors, Managers, faculty, staff	Gather information and make changes to marketing materials or website. Presentations to Enrolment Management. Exchanging Information Problem Solving	X	
	Marketing Consultants	Development of key messages Workload planning Project Management Exchanging Information Problem Solving		X
External to the College:			Occasional	Frequent
External to the college, e.g. suppliers, advisory committees, staff at other colleges, government,	Other college marketing leaders	Exchanging Information Consultation	X	
	Potential students and clients	Translate ideas, concepts into words and images that can be easily understood		X

Contacts	Contacts by Job Title	Nature and Purpose of Contact	Frequency of Contact	
public/private sector.	Suppliers	Develop marketing strategies – implement and measure results Contracts Purchases Problem Solving		X
Occasional (O) Frequent (F)		Contacts are made once in a while over a period of time. Contacts are made repeatedly and often over a period of time.		

## 7a. CHARACTER OF SUPERVISION/FUNCTIONAL GUIDANCE

**Character of Supervision** identifies the **degree and type** of supervisory responsibility in a position or the nature of functional/program supervision, technical direction or advice involved in staff relationships.

(√) Check the applicable box(es) to describe the type of supervisory responsibility required by an incumbent in the position:

- Not responsible for supervising or providing guidance to anyone.
- Provides technical and/or functional guidance to staff and/or students.
- Instructs students and supervises various learning environments.
- Assigns and checks work of others doing similar work.
- Supervises a work group. Assigns work to be done, methods to be used, and is responsible for the work performed by the group.
- Manages the staff and operations of a program area/department.\***
- Manages the staff and operations of a division/major department.\***
- Manages the staff and operations of several divisions/major departments.\***
- Acts as a consultant to College management.
- Supervises the work of external contractors/service providers. Please describe:**  
Works with advertising vendors to oversee campaign execution and results
- Other e.g., counselling, coaching. Please specify:

\* Includes management responsibilities for hiring, assignment of duties and work to be performed, performance management, and recommending the termination of staff.

**Specify staff (by title) or groups who are supervised/given functional guidance by an incumbent.**

- Graphic Designer
- Videographer
- Marketing Consultants

## 7b. SPAN OF CONTROL

**Span of Control** is complementary to **Character of Supervision/Functional Guidance**. Span of Control refers to the **total number of staff** for which the position has supervisory responsibility, (i.e., subordinates, plus all staff reporting to these subordinates).

Enter the total number of full time and full time equivalent staff reporting through to the position. Also identify the number of staff for whom the position has indirect responsibility (contract for service), if applicable.

Type of Staff	Number of Staff
Full-Time Staff	4
Non Full Time Staff (FTE) *	
Contract for Service ** (Co-op Student)	
<b>Total:</b>	4

\* Full Time Equivalency (FTE) conversions for non full time staff are as follows:

### Academic Staff

Identify the total average annual teaching hours taught by all non full time teachers (part-time, partial load and sessional) for which the position is accountable and divide by 648 hours for post secondary teachers and 760 hours for non-post secondary teachers.

### Support Staff

Identify the total average annual hours worked by part-time support staff for which the position is accountable and divide by 1820 hours.

### Administrative Staff

Identify the total average annual hours worked by non full time administrative staff for which the position is accountable and divide by 1820 hours.

### \*\* Contract for Services

When considering “contracts for services,” review the nature of the contractual arrangements to determine the degree of “supervisory” responsibility the position has for contract employees. This could range from “no credit for supervising staff” when the contracting company takes full responsibility for all staffing issues to “prorated credit for supervising staff” when the position is required to handle the initial step(s) when contract staffing issues arise.

## 8. PHYSICAL AND SENSORY DEMANDS

**Physical/Sensory Demands** considers the **degree** and **severity** of exertion associated with the position. The factor considers the intensity and severity of the physical effort rather than the strength or energy needed to perform the task. It also considers the sensory attention required by the job as well as the frequency of that effort and the length of time spent on tasks that cause sensory fatigue.

Identify the types of physical and/or sensory demands that are required by an incumbent. Indicate the frequency of the physical demands as well as the frequency and duration of the sensory demands. Use the frequency and duration definitions following the tables to assist with the descriptions.

## PHYSICAL DEMANDS

Describe the types of activities and provide examples that demonstrate the physical effort that is required in the position on a regular basis, i.e., sitting, standing, walking, climbing, lifting and/or carrying light, medium or heavy objects, pushing, pulling, working in an awkward position or maintaining one position for a long period of time.

Types of Activities that Demonstrate Physical Effort Required	Frequency (note definitions below)				
	Occasional	Moderate	Considerable	Extended	Continuous
Sitting (meetings, workstation, etc)			X		

## SENSORY DEMANDS

Describe the types of activities and provide examples that demonstrate the sensory effort that is required in the position on a concentrated basis, i.e., reading information/data without interruption, inputting data, report writing, operating a computer or calculator, fine electrical or mechanical work, taking minutes of meetings, counselling, tasting, smelling etc.

Types of Activities that Demonstrate Sensory Effort Required	Frequency (note definitions below)					Duration
	Occasional	Moderate	Considerable	Extended	Continuous	Short Intermediate or Long
Reading data, text			X			I
Analyzing data		X				I
Gathering, examining, planning, writing marketing materials, plans, strategies			X			I

## FREQUENCY:

<b>Occasional:</b>	Occurs once in a while, sporadically.
<b>Moderate:</b>	Occurs on a regular, ongoing basis for up to a quarter of the work period.
<b>Considerable:</b>	Occurs on a regular, ongoing basis for up to a half of the work period.
<b>Extended:</b>	Occurs on a regular, ongoing basis for up to three-quarters of the work period.
<b>Continuous:</b>	Occurs on a regular, ongoing basis throughout the entire work period except for regulated breaks.

## DURATION:

<b>Short:</b>	Up to one hour at a time without the opportunity to change to another task or take a break.
<b>Intermediate:</b>	More than one hour and up to two hours at a time without the opportunity to change to another task or take a break.
<b>Long:</b>	More than two hours at a time without the opportunity to change to another task or take a break.

## 9. WORKING CONDITIONS

**Working Conditions** considers the frequency and type of exposure to undesirable, disagreeable environmental conditions or hazards, under which the work is performed.

Describe any unpleasant environmental conditions and work hazards that the incumbent is exposed to during the performance of the job.

### Environment

Describe the types of activities and provide examples that demonstrate exposure to unpleasant environmental conditions in the day-to-day activities that are required in the job on a regular basis, e.g., exposure to dirt, chemical substances, grease, extreme temperatures, odours, noise, travel, verbal abuse, body fluid, etc. Indicate the activity as well as the frequency of exposure to undesirable working conditions.

Types of Activities That Involve Job Related Unpleasant Environmental Conditions	Frequency (note definitions below)		
	Occasional	Frequent	Continuous
Travel between campus	X		
Travel to conferences within Ontario	X		
Travel to conferences outside of Ontario	X		

## Hazards

Describe the types of activities and provide examples that demonstrate the hazards in the day-to-day activities that are required in the job on a regular basis, e.g. chemical substance, electrical shocks, acids, noise, exposure to infectious disease, violence, body fluids, etc. Indicate the activity as well as the frequency of exposure to hazards.

Types of Activities That Involve Job Related Hazards	Frequency <small>(note definitions below)</small>		
	Occasional	Frequent	Continuous
N/A			

### Frequency:

<b>Occasional</b>	Occurs once in a while, sporadically.
<b>Frequent</b>	Occurs regularly throughout the work period.
<b>Continuous</b>	Occurs regularly, on an ongoing basis, throughout most of the work period.