

Benchmark Description

Marketing Level 6

LEVEL: 6

FUNCTION: MARKETING

JOB SUMMARY

This position is responsible for projecting a positive image for the College by performing a variety of duties in planning and implementing communications and public relations programs.

RESPONSIBILITIES

- Prepare new releases and feature stories
- Prepare brochures, in-house advertising
- Prepare posters
- Arrange advertising
- Organize visual displays
- Develop marketing, public relations plan
- Control advertising/marketing budget
- Liaise with program staff and external agencies for marketing purposes

CONTACTS

The majority of contacts within this position will require discussion, coordination, cooperation, elaboration and understanding. This position will occasionally handle complex or sensitive communications. (Level 3)

Typical contacts may include:

- College staff
- Press
- Agencies
- Government Departments
- Students

SCOPE OF DECISION MAKING

The majority of decisions within this position require creativity and some independent judgement. These decisions are typically made in order to resolve, adapt, develop solutions and recommend changes and/or to introduce new procedures and practices. (Level 3)

Typical decisions may include:

- Determine how to market/promote the College

- Determine how to use creativity to design advertising
- Determine how to research our market and various market niches
- Determine how to best utilize the marketing budget
- Determine what to include in press releases or College promotions
- Determine what to include on the College web page

IMPACT OF DECISION MAKING

The majority of decisions have long-term impact that extend beyond the region/district of the College and extend to multiple program areas. (Level 4)

MENTAL EFFORT

The majority of tasks within this position require either standard procedures with information that requires interpretation or unfamiliar procedures with given information. (Level 2)

Typical tasks may include:

- Designing ads, posters, College promotions
- Developing a marketing plan
- Designing a web page
- Monitoring budget
- Meeting with co-workers to discuss marketing tools and approaches
- Designing College reports

SENSORY EFFORT

Sensory tasks within this position require constant or intense visual or aural attention. (Level 2)

Typical tasks may include:

- Editing and proofreading
- Formatting
- Giving presentations
- Attending non-routine meetings
- Designing

SUPERVISION

Supervisory responsibility is not normally part of the job. There may be a requirement to show others how to perform tasks or duties. (Level 1)

PHYSICAL ACTIVITY

The physical activity within this position is light (less than 10% of the time). (Level 1)

FINE MOTOR MOVEMENT

The duties of this position requiring the use of fine motor movements will range from regular (greater than 20% (Level 2) of the time) to frequent (up to 75% (Level 3) of the time).

Typical tasks may include:

- Keyboarding
- Desktop publishing
- Designing
- Data entry
- Writing

TRAVEL

The travel required within this position may range from slight (less than 5% (Level 1) of work time) to occasional (less than 15% (Level 3) of work time).

CONTROL OF DISTRACTIONS

This position usually has the discretion to control distractions/interruptions. (Level 1)

EDUCATION

The minimum relevant knowledge or formal training essential to perform the functions of this position is a two-year post-secondary diploma or equivalent. (Level 4) This education would typically provide knowledge in computer applications, conducting marketing research, marketing techniques and office procedures.

EXPERIENCE

The minimum amount of practical related experience required to perform the duties of this position is two years. (Level 3) This experience would typically provide skills in marketing, public relations, budgeting, communication skills and interpersonal skills.