

Job Description

(For Positions in CAW Local 555, Unit 1)

Job descriptions do not include every duty that an individual in a position performs. They are intended to be representative and characteristic of the duties required and the level of work performed. Depending upon the size of the department or unit and its functional activities, incumbents who fall into this category may perform all of the duties listed below or, in the case of large departments or units, may be assigned to designated specialized functions.

JD #:	JD00264	Pay Grade:	8
JD Title:	Communications Officer	JD FTE Hours:	35
Job Family:	Museum		

General Description

Responsible for developing, implementing, and evaluating a strategic communication plan which includes marketing initiatives and incorporating new infrastructure to support the communication activities and enhance the overall profile of the Museum.

Representative Duties & Responsibilities

- Develop, coordinate, and implement work plans and objectives for the communication and promotion of the Museum.
- Develop communication and strategic plans and objectives.
- Provide recommendations on the future development of communication strategy, structure, function, and activity.
- Design, build and update the Museum’s website. Evaluate usability and relevance and make ongoing necessary additions and changes to website content.
- Develop content, design, edit, and maintain the Museum’s social media sites.
- Liaise with media and journalists and arrange interviews between artists, curators, and media.
- Liaise with internal contacts, external partners, community organizations, and other stakeholders.
- Schedule events and coordinate joint promotional activities and publicity opportunities with other departments and community groups.
- Coordinate and communicate content requirements and production deadlines to authors for publications.
- Review graphics, edit images, and make revisions to content and layout.
- Design and execute complete graphical layout for marketing materials used to promote exhibitions and general campaigns.
- Negotiate terms of service with various suppliers, publications, distributors, and designers.
- Develop annual publicity budgets and complete expense reports for events and marketing material expenditures.
- Create financial projections and make adjustments to the marketing budget throughout the fiscal year.
- Write, edit, design, and disseminate communications and marketing materials and in-house exhibition and education publications to a diverse audience in both print and electronic formats.
- Develop and maintain a graphics and video inventory.
- Conduct database, literature, and web searches to locate documents and articles that can be used for reference in marketing tools..
- Update, maintain, and verify information in a variety of spreadsheets and databases.
- Attend and participate in a variety of meetings.
- Remain current with frequent developments in design and graphics software, social media platforms, and trends in the communications field.

Supervision

- Ensure adherence to quality standards and procedures for short term staff and volunteers.

Qualifications

- Bachelor's degree in Marketing or related field of study.
- Requires 3 years of relevant experience.

Effort

Physical Effort:

- A typical work day consists of greater than 3.5 hours of low physical effort for activities such as:
 - Intermittent periods of keyboarding to word process documents and enter data into databases and spreadsheets.
- Elements of moderate physical effort are not a regular feature of this job.
- Elements of high physical effort are not a regular feature of this job.

Mental Effort:

- A typical work day occasionally requires routine mental effort for activities such as:
 - Collecting routine information, filing documents, word processing routine documents such as promotional materials, correspondence and forms, and inputting data into spreadsheets and databases.
- A typical work day consists of greater than 3.5 hours of moderate mental effort for activities such as:
 - Conducting ongoing market research.
 - Providing recommendations on the future development of communication strategy, structure, function, and activity.
 - Liaising with internal contacts, external partners, community organizations and other stakeholders.
 - Evaluating websites and making necessary changes regarding graphic layout, content, usability and relevance.
- A typical work day consists of up to 3.5 hours of high mental effort for activities such as:
 - Developing work plans and objectives for the communication and promotion of the Museum.
 - Developing communication and strategic plans and objectives.

Working Conditions

Physical Environment:

- There are no adverse physical environment conditions inherent to the job.

Psychological Environment:

- Occasionally interacts with individuals who may be rude or upset.
- Frequently deals with multiple requests and simultaneous deadlines.

Health & Safety:

- Risk to the incumbent is no higher than for the general population.

Job Description Rating Sheet

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JD #:	JD00264	Pay Grade:	8
JD Title:	Communications Officer	Total Points:	515
Job Family:	Museum		

Factor	Subfactor	Level Rating	Points
Skill	1. Applied Reasoning and Analytical Skills	4.0	83
	2. Breadth of Knowledge	2.0	13
	3. Adaptation to Change/Updating of Learning	2.5	17
	4. Interpersonal Skill	3.5	46
	5. Education and Experience	E3	100
	6. Dexterity and Coordination	2.0	12
Effort	7. Physical Effort	1.0	3
	8. Mental Effort	4.0	78
Responsibility	9. Planning and Coordination	3.0	46
	10. Responsibility for Others	2.0	33
	11. Accountability for Decisions Actions Affecting People, Assets, and Information	3.0	66
Working Conditions	12. Physical Environment	1.0	3
	13. Psychological Environment	2.0	10
	14. Health and Safety	1.0	5