

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 #:	JD00314	Pay Grade:	8
JD Title:	Web and Marketing Specialist	JD FTE Hours:	35
Job Family:	Retail		

General Description

Responsible for the design, development and analysis of multiple and varied web based services. Identifies, creates, evaluates, and implements strategic marketing initiatives with a focus on leveraging electronic media and developing progressive e-commerce initiatives. Directs the department's overall direction of all marketing and public relations initiatives campus wide and externally.

Representative Duties & Responsibilities

- Oversee all e-commerce related projects including, but not limited to, the coordination of external contractors and internal partners for various web projects.
- Prepare specifications for the development of web based systems including, but not limited to, the development of website architecture, search engine optimisation best practices, usability design, and content creation for multiple websites.
- Develop and execute project plans including, but not limited to, identifying integration points between website frontend and backend systems, outlining the rules and logic of e-commerce systems, determining necessary changes to the inventory classification system, and creating standardization procedures for inputting inventory into the system.
- Oversee quality control and testing of all online systems, working with both staff and software vendors to gather and disseminate feedback, determine corrective actions, and ensure the proper implementation of solutions.
- Provide input and information to the management team and buyers in the development of departmental policies, procedures, processes and best practices.
- Create layouts and graphic designs for web sites.
- Write source code in various computer programming languages.
- Write and design communications and advertising for diverse audiences and stakeholders.
- Write media releases, advertising copy, and website content for internal and external release.
- Develop strategic marketing plans and online strategies utilizing emerging areas of technology including, but not limited to, social media sites in order to increase customer engagement.
- Develop, write, and maintain web development and applications documentation and guides.
- Determine the creative direction for all internal and external advertising and communications ensuring compliance with University brand standards.
- Analyze business processes and provide recommendations to management and information technology staff for system improvements.
- Implement approved upgrades to website related systems.
- Develop process models to automate and improve existing procedures.
- Analyze web and in-store traffic to determine effective marketing strategies that will improve the overall customer experience and increase conversion to sales.
- Manage and create budgets with specific timelines for each marketing related project.
- Analyze marketing expenditures in comparison with sales targets and actual financial results, and formulate reports for management review.
- Develop, coordinate, and implement a communications strategy and work plan for the communication and promotion of the department.
- Work in coordination with the sales floor manager to train sales floor staff and buyers on merchandising techniques.
- Solicit marketing concepts from store departments.

Representative Duties & Responsibilities

- Gather and analyze sales and merchandise information for comparative marketing purposes.
- Collect feedback from customers utilizing various collection methods, and make recommendations for web and marketing improvements accordingly.
- Remain current with new developments in e-commerce, web design, social media, and trend developments in marketing.
- Coordinate the advertising effort within the store by working cooperatively with all departments.
- Coordinate multi-channel marketing efforts to ensure that both the online and in-store presence are aligned.
- Coordinate with and encourage departments to work cooperatively and share merchandising space.
- Secure the cooperation of vendors, service suppliers, and affiliates to integrate web content and services, ensuring a seamless online experience.
- Present marketing initiatives and educational lectures at conferences and association meetings.
- Attend trade shows and industry events as required.
- Ensure in-store, off-site, and virtual events are staffed accordingly.
- Manage the donation of merchandise to on-campus clubs, departments, and groups.
- Monitor and track materials taken out of the store for display and special event purposes.
- Locate and order marketing materials as required.
- Update, maintain, and verify information in the inventory management system.
- Understand the process flow across various systems utilized in order to troubleshoot issues and develop recommendations for improvement.
- Greet and actively engage customers on the sales floor to determine needs, locate products, and make product suggestions.
- Assign work tasks to staff, ensuring they are shown the proper work methods and procedures.
- Prepare merchandise for inventory and perform inventory tasks as required.
- Perform customer service tasks including but not limited to product returns, defective product exchanges, rainchecks, bookclubs and buybacks.
- Perform a variety of retail activities including, but not limited to, creating window displays, storing display fixtures, and pricing and merchandising products.
- Ensure the proper opening and closing of the store on a rotational basis following established departmental policies and procedures.
- Perform cashiering duties as required.

Supervision

- Provide direction to others in how to carry out work tasks.
- Ensure adherence to quality standards and procedures for short-term staff and volunteers.

Qualifications

- 3 year Community College diploma in Marketing or related field.
- 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 for producing a variety of documents, media releases, and advertising materials.
- A typical work day occasionally requires moderate physical effort for activities such as:
 - Periods of standing during special events and when assisting customers on the sales floor.
 - Lifting and setting up display equipment and merchandise during special events,
- 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:
 - Processing a variety of routine documentation such as media releases and general correspondence.
- A typical work day consists of greater than 3.5 hours of moderate mental effort for activities such as:
 - Writing source code in various programming languages.
 - Presenting marketing initiatives and educational lectures at conferences and association meetings.
 - Coordinating multi-channel marketing efforts to ensure that both the online and in-store presence are aligned.
- A typical work day consists of up to 3.5 hours of high mental effort for activities such as:
 - Creating layouts and graphic designs for web sites.
 - Developing strategic marketing plans and online strategies to grow audience engagement.
 - Analyzing web and in-store traffic to determine effective marketing strategies that will improve the overall customer experience and increase conversion to sales.
 - Developing and executing project plans including, but not limited to, identifying integration points between website frontend and backend systems, outlining the rules and logic of e-commerce systems, and determining necessary changes to the inventory classification system, and creating standardization procedures for inputting inventory into the system.

Working Conditions

Physical Environment:

- Occasionally required to work outside at special events such as Welcome Day.
- Occasionally required to deal with exposure to dust.

Psychological Environment:

- Occasionally required to deal with individuals who are rude or upset.
- Occasionally required to work evenings and weekends outside of normal working hours.
- Frequently required to deal with multiple deadlines and tasks as well as frequent interruptions from staff.

Health & Safety:

- Climbs on ladders to assemble and disassemble displays.
- Occasionally uses hand tools to assemble displays.
- Occasionally required to drive to events off campus.

Job Description Rating Sheet

(For Positions in CAW Local 555, Unit 1)

JD #:	JD00314	Pay Grade:	8
JD Title:	Web and Marketing Specialist	Total Points:	514
Job Family:	Retail		

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	3.0	39
	5. Education and Experience	D8	72
	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	3.5	55
	10. Responsibility for Others	2.0	33
	11. Accountability for Decisions Actions Affecting People, Assets, and Information	3.5	80
Working Conditions	12. Physical Environment	1.0	3
	13. Psychological Environment	2.0	10
	14. Health and Safety	2.0	16