

# **St. Lawrence College**

## **Position Description Form (PDF)**

**Effective Date: July 9, 2018**

**Updated: 30-Jun-2021**

**Campus:** Kingston, Brockville or Cornwall Campus (with Tri-campus responsibilities)

**Incumbent's Name:** (Vacant)

**Position Title:** Marketing Officer - Digital

**Payband:** H

**Position Number:** New

**Hours per Week:** 35

**Supervisor's Name and Title:** Debbie Rogers, Marketing Manager

**Completed by:** Stewart Clark, Director, Marketing, Communications & Recruitment

### **Signatures:**

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

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

Supervisor: \_\_\_\_\_

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

Supervisor's Supervisor: \_\_\_\_\_

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

## Support Staff PDF

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### 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 of 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 representative 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.

The incumbent, working within a broad marketing framework, will support the development and implementation of digital strategies to help achieve the College's stated marketing goals. Involvement focuses on:

- a) initiating and supporting activities, and advising staff in areas of brand strategy and awareness;
- b) enhancing the College's profile through the establishment of strong Go To Market (GTM) tactics aligned to College strategies, academic school and departmental priorities; projecting a positive image of the College by helping to develop a clear digital strategy including paid and organic social content, digital advertising and creative development, email communications, and website(s),

### 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 the Time Annually*
1. Participates in the development of the annual College marketing plan, working cross-functionally with Communications, Marketing and Recruitment to identify and determine KPI's: <ul style="list-style-type: none"> <li>• Be digital expert ensuring relevancy of the tactical considerations.</li> <li>• Participates in the presentation of annual plans to required stakeholders.</li> <li>• Participates in annual marketing review, agency review.</li> </ul>	<b>15%</b>
2. Develops seasonal digital marketing strategies and plans in alignment the College's GTM strategies, Academic/Department seasonal plans / plan and recruitment objectives: <ul style="list-style-type: none"> <li>• Develops social media strategies / digital advertising strategies / e-mail and SMS marketing and strategies.</li> <li>• Leads implementation of identified plans; including media plans, creative development and execution.</li> <li>• Works cross functionally with Marketing and Recruitment to ensure delivery of academic / departmental plans.</li> <li>• Works with identified creative / agency partners as required.</li> </ul>	<b>45%</b>
3. Manages day to day execution needs for College digital landscape: <ul style="list-style-type: none"> <li>• Social Channel:               <ul style="list-style-type: none"> <li>○ Develops and executes social calendar(s). Leads development of required creative assets, in collaboration with the design team, student advocates, and external vendors.</li> <li>○ ReportingMonitor and optimize digital campaigns</li> </ul> </li> <li>• Budget development and management.</li> </ul>	<b>30%</b>
4. Websites: <ul style="list-style-type: none"> <li>• Supports website updates as needed.</li> <li>• Participates in long term web strategy discussions.</li> </ul>	<b>4%</b>
5. Assists staff and students, as required, in the preparation of materials for formal presentations, and special promotional events.	<b>1%</b>
6. Monitors and maintains design standards for the College, as outlined in the Design Manual. Provides guidance and direction to staff regarding the use of the College insignia, and works with the College graphic designer to meet their needs.	<b>5%</b>
<b>TOTAL</b>	<b>100%</b>

\* 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.

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Up to High School or equivalent   | <input type="checkbox"/> 1 year certificate or equivalent                            | <input type="checkbox"/> 2 year diploma or equivalent  |
| <input type="checkbox"/> Trade certification or equivalent | <input checked="" type="checkbox"/> 3 year diploma/degree or equivalent              | <input type="checkbox"/> 3 year diploma / degree plus professional certification or equivalent |
| <input type="checkbox"/> 4 year degree or equivalent       | <input type="checkbox"/> 4 year degree plus professional certification or equivalent | <input type="checkbox"/> Post graduate degree or (e.g. Masters) or equivalent                  |
| <input type="checkbox"/> Doctoral degree or equivalent     |  |  |

Field(s) of Study:

Three-year diploma/degree (or equivalent) in a field of study such as Marketing, Public Relations, Integrated Marketing Communications, Digital Marketing. A combination of relevant education and experience may also be considered where digital marketing experience is demonstrated.

B. Check the box that best describes the requirement for the 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 requirements 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 requirement obtained by course(s) of a total between 101 and 520 hours
- ☐ Additional courses obtained by course(s) of more than 520 hours

- Google analytics certification

## 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 years 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 the 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

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- A minimum of two years of relevant experience in a marketing or agency environment.
- Familiarity editing and navigating Websites.
- Experience planning/developing digital advertising campaigns.
- Project management experience and ability to research/analyze complex information.
- Experience meeting tight deadlines and working under pressure to complete multiple tasks.
- Ensuring compliance with CAN-SPAM / CASL, and other international email / SMS regulations.
- Relevant experience writing for the web and/or digital communications.
- Google analytics experience, including analyzing data and providing recommendations.
- Social analytics knowledge and experience, including but not limited to Facebook, Twitter, Instagram and LinkedIn.
- SEO monitoring and updates.
- Experience with Social scheduling and monitoring softwares, Salesforce Social Studio preferred.
- Experience preparing digital content to meet AODA standards for web and digital platforms.

☐ Minimum of five (5) years

☐ Minimum of eight (8) years

### 3. Analysis and Problem Solving

This section relates to the application of analysis and judgment 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 judgment 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.	Create and build awareness of SLC or specific academic programs through digital touchpoints to drive applications and conversion.
How is it identified?	College / Program desire to be number one choice for post-secondary education. This is a strategic objective of the College further defined within the current College Marketing Plan.
Is further investigation required to define the situation and/or problem? If so, describe.	Linking market research findings to marketing strategies is integral to execution of the plan.
Explain the analysis used to determine a solution(s) for the situation and/or problem.	Work with marketing team to define digital tactics within annual marketing plan. These are based on strategic objectives for the College further refined by our areas of excellence and opportunities within our communities.
What sources are available to assist the incumbent finding solution(s)? (eg. past practice, established standards or guidelines.)	Market research – OCAS, KPI, employment stats., demographic trends, enrollment trends provincial and slc. Previous marketing plans and results.

### 3. Analysis and Problem Solving

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 practice, established standards or guidelines.)

#### #2 regular & recurring

Full-time program coordinator requests assistance to boost enrollment with their program.

Request directed to marketing. Enrollment targets not met. Admission statistics highlight low applications.

Market research analysis to uncover factors that may be affecting the applications, evaluate program retention rates.

Consultation with program coordinator and recruiters on trends, review portfolio analysis for program to determine possible course of action. Review the marketing tactics previously used to support and look for further opportunities to create a plan to support.

Past practice. Programs trends.

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 practice, established standards or guidelines.)

#### #3 regular & recurring

Request to create advertising for a human resources job search.

Request received from Human Resources.

Look for best advertising solution for the candidate they are hoping to attract.

Past practice.

Past practice.

#### 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.

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

#1 regular and recurring	
List the project and the role of the incumbent in this activity.	Developing a digital media plan and appropriate use of allocated budget to promote a College recruitment activity. Ex. SLC Open House
What are the organizational and/or project management skills needed to bring together and integrate this activity?	Coordination of several markets requires attention to detail. Excellent communication skills with multiple marketing team members. Ability to proactively look for innovative methods to reach the desired target market. Detail oriented. Multi tasking. Time management.
List the types of resources required to complete this task, project or activity.	Previous marketing plans. Annual marketing plan. College strategic plan. Media details from previous plans. Market research for target market details.
How is/are deadline(s) determined?	Deadlines are determined by the desired action we are encouraging of the target market i.e. attend open house. Event date determines deadline.
Who determines if changes to the project or activity are required? Who determines whether these changes have an impact on others? Please provide concrete examples.	Marketing Manager/Associate Director of Recruitment If event details change then the advertising and promotional materials need to be adjusted to reflect accurate details.



4. Planning/Coordinating

	#2 regular and recurring
List the project and the role of the incumbent in this activity.	Identify a social media moment that can be curated to generate earned media exposure
What are the organizational and/or project management skills needed to bring together and integrate this activity?	Communication skills both written and verbal. Ability to work cross functionally with communications or academic marketing leads Organizational skills to project tasks and meet deadline. Analytical to review material and build positive release. Research skills.
List the types of resources required to complete this task, project or activity.	College strategic plan. Annual Marketing plan.
How is/are deadline(s) determined?	Determined by needs of the situation in collaboration with relevant stakeholders
Who determines if changes to the project or activity are required? Who determines whether these changes have an impact on others? Please provide concrete examples.	Marketing Manager/ Senior advisor communications

#### 4. Planning/Coordinating

sections)

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? Who determines whether these changes have an impact on others? Please provide concrete examples.

#### #1 regular and recurring (if non, please strike out this

Social media content calendar is required, with cross-departmental representation and approvals

Communication skills both written and verbal.

Relationship and organization skills to work with multiple stakeholders from various departments

Analytical and decision-making skills to assess competing priorities and interests of stakeholders

Past practice. Liaise with stakeholders to build a content calendar and build a workback and activation plan. Market research on best practices and trends

Event dates and College deadlines. Determined by College calendar of events, marketing and recruitment team, and other stakeholders

Marketing Manager, Marketing Officers, Communications team.

If a priority theme emerges which requires integration into the content calendar (Such as a priority program to promote, or a new policy or announcement), the Marketing Manager or Communications team will communicate this to the Digital Marketing Officer, who will adapt the calendar as required.

#### #2 occasional (if non, please strike out this sections)

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?

Digital automation journey is required to support a recruitment marketing campaign.

Strategic planning skills are required to determine the various messages and platforms which will have the biggest impact to achieve the campaign goals, and align them with the appropriate audiences and timelines. Attention to detail to ensure the technical setup of the automated journey is accurate and effective.

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

Training and best practices from our automation platform, Salesforce.

Past practices

Industry research and examples

Market research about our audience's buying cycle

How is/are deadline(s) determined?

Marketing Manager creates Campaign Marketing Brief

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

Marketing Manager in regards to strategy and goals.  
Marketing and Recruitment Intelligence Manager in regards to functionality and capabilities of the platform.

## 5. Guiding/ Advising Others

This section describes the **assigned responsibility** of the position to guide or advise others (e.g. other employees, students). Focus the actions taken (rather than the communication skills) that directly assist others in the performance of their work 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
<input type="checkbox"/>	<input type="checkbox"/>	Minimal requirement to guide/ advise other. The incumbent may be required to explain procedures to other employees or students	<ul style="list-style-type: none"> <li>• Provide leadership to placement students and/or student employees.</li> <li>• Provide Digital best practices training to internal stakeholders.</li> </ul>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	There is a need for the incumbent to demonstrate correct processes/ procedures to others so that they can complete certain tasks	Liaises with admissions and recruiting team to create digital support plan aligned to College Admissions Cycle. Works with the Graphic Designer to create marketing collaterals, work with agencies on creative development that meet specific marketing objectives. example: raise awareness.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	The incumbent recommends a course of action or makes decisions so that others can perform their day-to-day activities.	<p>Supports efforts of other departments to allow actions such as digital lead capture, information sharing, content development and organization and more.</p> <p>Shares best practices and capabilities of digital platforms, making recommendations to internal partners which will help best position their products to target consumers.</p> <p>The incumbent provides guidance and delegates certain responsibilities to others, including students, vendors, and internal SLC stakeholders.</p>
<input type="checkbox"/>	<input type="checkbox"/>	The incumbent is an active participant and has ongoing involvement in the progress of others with whom he/she has 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 this 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)
<ul style="list-style-type: none"> <li>• Strategic objectives</li> <li>• Budget</li> <li>• Desired outcomes</li> </ul> <p>Incumbent references current Marketing Guidelines and guardrails for digital.</p>	
What rules, procedures, past practices or guidelines are available to guide the incumbent?	
Regular and Recurring	Occasional (If none, please strike out this section)
<ul style="list-style-type: none"> <li>• College standards and strategic plans</li> <li>• Past Practices</li> <li>• Branding Guidelines</li> <li>• Market and customer research and profiles</li> <li>• AODA, FIPPA, CASL, and other international email / SMS regulations.</li> </ul>	
How is work reviewed or verified (e.g. Feedback from others, work processes, supervisor)?	
Regular and Recurring	Occasional (If none, please strike out this section)
Proof of documents are reviewed by Marketing Manager and key stakeholders.	
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)
The incumbent will discuss options and issues with vendor partners/consultants/other relevant internal stakeholders as required, to determine the best way to proceed with a particular project.	
Describe the type of decisions that would be decided in consultation with the supervisor.	

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Regular and Recurring	Occasional (If none, please strike out this section)
Media spending Strategy planning Project prioritization Scope of project	

Describe the type of decisions that would be decided by the incumbent.	
Regular and Recurring	Occasional (If none, please strike out this section)
<p>Incumbent is solely responsible for the design and development of solutions within the constraints of the client's requirements and College standards. This may include asset creation or selection, content organization, report templating.</p> <p>In order to provide the services for which the incumbent is responsible, continual self-directed learning is required in the areas of software, best practices, data analysis, and industry trends. Once the scope of a project is determined, the incumbent will proceed and complete the project.</p> <p>-</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 a 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 fulfill 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?		
Email request for digital marketing support	Email /phone Determine the needs of the request and alignment to overall strategy by completing a Creative Brief in collaboration with Marketing Officer(s) – Academic.	Full-time faculty coordinator	M
Email request social media	Email/in-person meeting/phone	Convocation coordinator	D/W

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coverage	Understand scope of project and integrate into existing calendar		
Request for reports or metrics on digital performance	Email/phone/in-person meeting/phone Understand scope of request and create reports based on project timeline.	Associate Director of Recruitment	I
Crisis is identified on social channel	Phone/in-person meeting with relevant stakeholders, including but not limited to IMT (Incident Management Team), Communications team, Student Services, Marketing Manager and Director, to determine course of action	Communications Officer	I

\* 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	Incumbents actions have an impact on internal and external communications. The public's impression of the College is fueled by positive social media coverage that is often stimulated by the marketing department's ability to communicate these messages effectively.	College Stakeholders both internal and external	W
Explanation and interpretation of information or ideas.	Ensuring that a positive image of the College is integral to our recruitment of prospective students and overall public impression of the College.  Interpreting and managing positive communications is key to the role of marketing officer.	College stakeholders both internal and external. Prospective students and their influencers.	W
Imparting technical information and advice	Works with many stakeholders throughout the organization to help them understand the digital / social landscape and the role of different channels	Stakeholders	W
Obtaining cooperation or consent	Working with staff that make a particular request of marketing that does not meet the College marketing guidelines. Marketing Officer must often seek a compromise.	College staff	M

\* 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, and 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 terminal/desk for clerical duties 60%				X	X		
walking		X			X		
standing		X			X		

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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 and 11 to 44 lbs.)

☐ Heavy (over 20 kg. or 44 lbs.)

NA

## 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 the task and the duration of the task, including breaks (e.g. up to two hrs. 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 (e.g. 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 min	Long up to 2 hrs.	Extended > 2 hrs
Social monitoring or maintenance	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 min	Long up to 2 hrs.	Extended > 2 hrs
Client Meetings	W		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 #3	Frequency (D,W,M,I)*	Average Duration		
		Short < 30 min	Long up to 2 hrs.	Extended > 2 hrs
Data Analysis	W		X	
Can concentration or focus be maintained throughout the duration of the activity? If not, why?				
X Usually				
No				

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# 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)	Normal office environment.	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 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	Occasional travel between campuses a requirement	M / I
<input type="checkbox"/> working in isolated or crowded situations		
<input type="checkbox"/> other (explain)		

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