St. Lawrence College
Position Description Form (PDF)

Effective Date: 20-May-2021

Campus: **Kingston**

Incumbent's Name: **Vacant**

Position Title: **Web and Analytics Officer**

Payband: **H**

Position Number:

NOC Code:

Hours per Week: **35**

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

Completed by: **Stew Clark – Director, Marketing and Recruitment, and Debbie Rogers – Marketing Manager**

Signatures:

Incumbent: _____   Date: _____
(Indicates the incumbent has read and understood the PDF)

Supervisor: _____   Date: _____

One-Over-One: _____   Date: _____

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.

Working in partnership with the marketing and communications teams and graphic designers, the Web and Analytics Officer is responsible for the overall strategy, development and management of the College's websites. This includes UX design, data integrations, content development, and general site maintenance. They will leverage analytics from various platforms to inform and influence on web user behaviour and opportunities.

The Web and Analytics Officer provides strategic guidance and training on website use, execution, and future evolvement. They will have a strong working knowledge of website CMS systems and will be required to research and report on current web industry trends.

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 then detailed work routines.

	Approximate % of the Time Annually*
Website and Content Strategy and Development – All official College websites • Conceptualizes long-term needs of web and mobile development, and plans and manages related projects. • Authors complex web pages, and functional specifications for web projects, including managing test environments. • Oversees development of new websites for internal/external clients, as required. • Creates landing pages or microsites to support promotional campaigns, events, and more. • Updates websites as per clients' requests, ensuring brand consistency and reputation are upheld. • Implements and maintains web designs and pages to comply with the Accessibility for Ontarians with Disabilities Act (AODA), Freedom of Information and Protection of Privacy Act (FIPPA) standards, Web security and more, in alignment with organizational and government regulations – domestic and international. • Sources and implements widgets and plugins to support the College CMS and functionality, such as event listings, web forms and more. • Performs troubleshooting and ongoing maintenance of College websites. • Handles/uploads videos and documents for Marketing and other College departments, ensuring brand guidelines are adhered to. • Continuously optimizes web content, including Search Engine Optimization (SEO) updates. • Occasionally assists in training website content owners on how to maintain and update their pages or microsites. • For websites where Marketing is also the content owner, assists in the design, web development, content writing, and web publishing of content.	50%
Liaising with Internal/External Clients • Collaborates with various internal stakeholders, including IT and faculty, as well as external agency partners, web developers or third party consultants. • Provides technical guidance/consultation to other staff and faculty regarding their websites and content. • Gathers feedback from technical staff (both internal and external partners) on web site development needs and assists in project planning and designing the web site application. • Offers advice/best practices.	10%
Web and Digital Channel Analytics • Analysis and reporting as needed to influence adjustments for optimal performance – both on web and across social platforms or associated programs.	35%

• Sources and uses third party tools to monitor web performance, including Google Tag Manager, Google Analytics, and SiteImprove.	
Budget Management • Manages associated costs with web monitoring tools, plugins, and more.	2%
Other duties as assigned.	3%

* 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.

☐ Up to High School or equivalent	☐ 1 year certificate or equivalent	☐ 2 year diploma or equivalent
☐ Trade certification or equivalent	**x**☐ **3 year diploma/degree or equivalent**	☐ 3 year diploma / degree plus professional certification or equivalent
☐ 4 year degree or equivalent	☐ 4 year degree plus professional certification or equivalent	☐ Post graduate degree or (e.g. Masters) or equivalent
☐ Doctoral degree or equivalent		

Field(s) of Study:

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

Error! Bookmark not defined.X Additional requirements obtained by course(s) of a total of 100 hours or less

- Google analytics certification

☐ 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

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	- A minimum of three years of relevant experience writing for the web and/or digital communications. - A minimum of three years' extensive experience with website management, including editing websites and navigating website CMS, Agility preferred. - Project management experience and ability to research/analyze complex information. - Experience meeting tight deadlines and working under pressure to complete multiple tasks. - Google analytics certification, including the ability to analyze data and provide recommendations. - Social analytics knowledge and experience, including but not limited to Facebook, Twitter, Instagram and LinkedIn. - Extensive experience with SEO monitoring and updates. - Heatmap basic knowledge/experience - HTML basic working skills - Google Tag Manager - User Journey/UX design knowledge - Ensuring AODA compliance in digital platforms - Ensuring compliance with CAN-SPAM / CASL, and other international email / SMS regulations.
☐ 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.	A website or web-based application does not behave as expected.
How is it identified?	The system fails or behaves erratically or is not navigable.
Is further investigation required to define the situation and/or problem? If so, describe.	Testing against standards, Q&A with client as to cause and effect determination.
Explain the analysis used to determine a solution(s) for the situation and/or problem.	Identify the issue and collaborate with the developers in building an action plan: • Replicate the issue. • Send a report to the developers with clear examples identifying the problem. • Prioritize the issues in case there are multiple problems. • Once a process has been created to solve the issue, share the information with internal stakeholders and provide them with updates until the problem has been solved.
What sources are available to assist the incumbent finding solution(s)? (eg. past practice, established standards or guidelines.)	Documentation of the application's requirements and detailed specification of the expected behavior.

3. Analysis and Problem Solving

	#2 regular & recurring
Key issue or problem encountered.	Project Scope and/or product are not meeting the expectations of the client. Disagreement follows.
How is it identified?	Requirements analysis.
Is further investigation required to define the situation and/or problem? If so, describe.	A project brief is cross referenced with the new expectations. New deliverables must be redefined in terms of budget, resources or deadlines.
Explain the analysis used to determine a solution(s) for the situation and/or problem.	When it is apparent that more is being asked than was originally requested, an examination of project scope should be made with the client's active participation. This will determine if new deliverables should be agreed upon (in terms of budget, resources and deadline).
What sources are available to assist the incumbent finding solution(s)? (eg. past practice, established standards or guidelines.)	Established project management procedures and experience of the incumbent and others in the web services department.

3.   **Analysis and Problem Solving**

	#1 occasional (if none, please strike out this section)
Key issue or problem encountered.	Changes to College web site leads to some redundant information and complicated access paths in the information architecture for certain users.
How is it identified?	Feedback from focus groups, user questionnaires/surveys, web site users, or through observations of people using the site. Also, feedback from the College community.
Is further investigation required to define the situation and/or problem? If so, describe.	The incumbent will review the web site to understand the issues first-hand. May need to follow up with person giving the feedback for clarification.
Explain the analysis used to determine a solution(s) for the situation and/or problem.	The incumbent will assess and fix the content, then have content owners review the changes. Revise again, if necessary.
What sources are available to assist the incumbent finding solution(s)? (eg. past practice, established standards or guidelines.)	The incumbent talks to departments and/or departmental content providers and collaborates to plan for better presentation of the information.

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:

4. Planning/Coordinating

#1 regular and recurring

List the project and the role of the incumbent in this activity.	Update the theme of a webpage or microsite.
What are the organizational and/or project management skills needed to bring together and integrate this activity?	Time management skills, analysis and presentation skills, interpersonal skills.
List the types of resources required to complete this task, project or activity.	Aid and advice of coworkers and supervisor.
How is/are deadline(s) determined?	The incumbent in consultation with Marketing Manager, Project Coordinator, the client and any vendors/partners if required.
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.	The incumbent in consultation with Marketing Manager, Project Coordinator and the client.

#2 regular and recurring

List the project and the role of the incumbent in this activity.	Creative Management – images, videos, graphics, etc. Solicit resources from College community.
What are the organizational and/or project management skills needed to bring together and integrate this activity?	Cataloging
List the types of resources required to complete this task, project or activity.	Asset repository
How is/are deadline(s) determined?	The client.
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.	The incumbent in consultation with Marketing Manager, Project Coordinator and client.

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
Error! Bookmark not defined.	☐	Minimal requirement to guide/ advise other. The incumbent may be required to explain procedures to other employees or students	Provides CMS and best practices training to internal stakeholders. Supervises placement students and/or student employees.
Error! Bookmark not defined.	☐	There is a need for the incumbent to demonstrate correct processes/ procedures to others so that they can complete certain tasks	Provides technical guidance/consultation to other staff and faculty regarding their websites and pages.
Error! Bookmark not defined.	☐	The incumbent recommends a course of action or makes decisions so that others can perform their day-to-day activities.	Supports efforts of other departments to allow actions such as lead capture, information sharing, content development and organization and more. Shares best practices and capabilities of website, making recommendations to internal partners which will help best position their products to target consumers.
☐	☐	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.	
☐	Error! Bookmark not defined.	The incumbent is responsible for allocating tasks to others and recommending a course of action	The incumbent provides guidance and delegates certain responsibilities to others, including students,

or making necessary decisions to ensure the tasks are completed.

vendors, and internal SLC stakeholders.

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)
- Strategic objectives - Budget - Desired outcomes	

What rules, procedures, past practices or guidelines are available to guide the incumbent?	
Regular and Recurring	Occasional (If none, please strike out this section)
- College standards and strategic plans - Past Practices - Web Guidelines - Branding Guidelines - AODA, FIPPA, CASL, and other international email / SMS regulations.	

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)
Progress reports (including project reports, as well as workplan quarterly reports), testing, client feedback. In most cases work is verified by satisfactory and timely completion.	

6. Independence of Action

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.	Needs assessments with clients so that their needs may be satisfied in a timely and cost-effective manner. Mode of delivering solution, e.g. web-based, report, standalone application.

Describe the type of decisions that would be decided in consultation with the supervisor.	
Regular and Recurring	Occasional (If none, please strike out this section)
Project prioritization, scope of task, budget.	

Describe the type of decisions that would be decided by the incumbent.	
Regular and Recurring	Occasional (If none, please strike out this section)
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 creative asset selection, content organization, report templating. In order to provide the services for which the incumbent is responsible, continual self-directed learning is required in the areas of software, application integrations, best practices, data analysis, and industry trends. Once the scope of a project is determined, the incumbent will proceed and complete the project.	

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?		
Inquiries and comments on the College web site via ticket, email and phone call.	Responds to inquiry or redirects request to the appropriate contact.	External / internal web site users.	D
Urgent request for repair of broken links or other situations – phone, tickets.	Responds with corrective action or contacts appropriate authority.	Internal department stakeholders, external web users.	D
Requests for urgent update of information and/or new feature to be implemented.	Assesses request, and proceeds with corrective action or alternate recommendation.	College Marketing, Communications, Admissions/Recruitment, Program Planning, internal department stakeholders.	W
Request for redesign of a website or for the porting over of a conventional website to the CMS.	Incumbent will review the requirements of the web site and provide the correct design elements available in CMS.	College Departments	I
Request for reports or metrics on web performance.	Accesses the appropriate systems and responds with data.	College Marketing, Communications, Admissions/Recruitment	W

* 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	Gather design requirements from clients.	Faculty, Staff	D
Explanation and interpretation of information or ideas.	Elaboration of proposed solution to a problem. Explanation of constraints inherent in the proposed solution in writing.	Director, Manager, Clients	M
Imparting technical information or advice	The incumbent provides technical advice about functionality of website and other integrations/platforms.	College staff	W
Instructing or training	Provide CMS and best practices training. Train and provide functional guidance/ leadership to placement students and/or student employees.	Internal stakeholders. Placement students and/or student employees.	W
Obtaining cooperation or consent			
Negotiating			

* 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	D			X	X		
Walking	D	X			X		
Lifting	NA						X

* D = Daily   W = Weekly   M = monthly   I = Infrequently

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
Website development or maintenance	D			X
Can concentration or focus be maintained throughout the duration of the activity? If not, why? ☐X Usually ☐ 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? ☐ X Usually ☐ 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)*
☐ X acceptable working conditions (minimal exposure to the conditions listed below	Normal office environment	D
☐ accessing crawl paces/confined spaces	NA	
☐ dealing with abusive people	NA	
☐ dealing with abusive people who pose a threat of physical harm	NA	
☐ difficult weather conditions	NA	
☐ exposure to very high or low temperatures (e.g. freezers)	NA	
☐ handling hazardous substances	NA	
☐ smelly, dirty or noisy environment	NA	
☐ travel	NA	
☐ working in isolated or crowded situations	NA	
☐ other (explain)	NA	

* D = Daily   W = Weekly   M = monthly   I = Infrequently