

St. Lawrence College

Position Description Form (PDF)

Updated: April 7th, 2026

Campus: Tri-Campus

Incumbent's Name: Vacant

Position Title: Marketing Coordinator

Payband: I

Position Number:

NOC Code: 11202

Hours per Week: 35

Supervisor's Name and Title: Associate Director, Global Marketing

Completed by: Associate Director, Global Marketing

Signatures:

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

Date: _____

Supervisor: _____

Date: _____

Supervisor's Supervisor _____

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 within the College's strategic marketing framework and in collaboration with the Associate Director of Global Marketing, the incumbent develops and implements multi-channel marketing plans aligned to Go-To-Market (GTM) priorities and recruitment goals.

The incumbent leads the development of campaign briefs, manages approved campaign budgets, coordinates media placements and production of various promotional assets, and monitors campaign performance to optimize results.

Serving as the primary liaison to external agency partners and media vendors, the Marketing Coordinator provides direction, reviews recommendations, and ensures execution aligns with the Colleges strategy and brand standards. Through data-informed decision-making, cross-functional collaboration, and strong brand stewardship, the role contributes to measurable campaign performance and continuous improvement of marketing effectiveness.

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. ANNUAL MARKETING STRATEGY & PLANNING Participates with the Associate Director in the development of the annual College marketing plan: • Works cross-functionally with Marketing and Recruitment to identify and determine measurable KPI's and performance benchmarks • Interprets enrollment, market research, and competitive data to inform decisions • Contributes to the development of annual priorities and objectives • Participates in the presentation of annual plans to required parties.	10%
2. CAMPAIGN DEVELOPMENT & EXECUTION With guidance from the Associate Director, leads development and execution of marketing plans (strategies, campaign briefs, timelines, deliverables, and performance metrics) in alignment to broader College strategies, GTM plan and recruitment objectives. • Establishes content strategy, messaging hierarchy, and audience targeting for assigned campaigns and portfolios. • Serves as the primary liaison for academic schools and departments ensuring their needs are identified and considered. Develops and allocates campaign budgets aligned to approved annual marketing plan: • Coordinates and authorizes media placements and production expenditures within approved financial parameters. • Monitors campaign spends versus forecast and reallocates investment based on performance data and ROI analysis. • Provides regular budget and performance reporting to Associate Director. • Recommends strategic budget shifts based on results and market conditions. Provides functional leadership and coordinates cross-functional team members to ensure deadlines and objectives are met to develop promotional assets and implement plans/campaigns. • Coordinates development of required promotional assets for multi-channel marketing campaigns, events, and projects (digital, print, video, radio, out-of-home, automation, owned media, etc.). • Monitors campaign performance, implementing proactive and reactive adjustments as needed for optimization • Collects and consolidates performance metrics, including impact towards enrolment objectives, and other platform analytics into reports for leadership teams. • Identifies and implements continuous improvement opportunities to enhance marketing processes and campaign effectiveness.	40%
3. PARTNER & VENDOR MANAGEMENT Serves as primary lead for external advertising agency, partners, media vendors. • Develops and delivers campaign briefs and strategic direction. • Reviews agency recommendations and approves tactical execution within approved budget parameters, in alignment to broader College strategies, GTM plan and recruitment objectives. • Monitors performance and provides direction for optimization and continuous improvement. • Provides regular performance reports to Associate Director	35%

Support Staff PDF

4. BRAND STEWARDSHIP - Ensures all campaign and collateral materials align with college brand standards and strategic positioning. - Provides strategic guidance to staff and faculty in the preparation of materials for presentations and special promotional events		10%
5. OTHER Other related duties as assigned		5%
TOTAL		100%

* 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 | ☒ 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 in a field of study such as Marketing, Public Relations, Integrated Marketing Communications, Digital Marketing.

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

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

☒ Minimum of five (5) years

- A minimum of five (5) years of progressively responsible experience in a marketing or agency environment.
- Experience supporting annual marketing strategy development and interpreting market, enrollment, and competitive data to inform campaign direction.
- Demonstrated project management experience, including ability to lead cross-functional campaign execution across multiple parties.
- Experience leading the development and execution of integrated, multi-channel marketing campaigns, including creation of campaign briefs, timelines, deliverables, launch execution, and performance measurement.
- Experience managing and allocating marketing campaign budgets, with demonstrated ability to optimize investment based on performance and ROI analysis.
- Experience managing external agencies, media partners, and vendors.
- Strong analytical skills with experience interpreting marketing performance data and translating insights into actionable strategic recommendations.
- Familiarity with website CMS platforms and digital content management.
- Experience with email marketing and automation platforms (Salesforce Marketing Cloud preferred) and knowledge of CASL/CAN-SPAM compliance.
- Experience preparing digital content that meets accessibility standards (AODA).

☐ 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.	Assigned academic programs do not meet enrolment targets despite active marketing support.
How is it identified?	Through review of enrolment data, application trends, campaign performance metrics, and comparison against established KPIs.
Is further investigation required to define the situation and/or problem? If so, describe.	Yes. The incumbent must evaluate the full marketing funnel, including paid media performance, audience targeting, messaging effectiveness, website traffic behavior, and conversion performance.
Explain the analysis used to determine a solution(s) for the situation and/or problem.	The incumbent analyzes campaign analytics and platform data to explore whether performance gaps stem from traffic volume, targeting strategy, creative messaging, user experience, or conversion barriers. Based on findings, the incumbent may independently reallocate campaign budget, adjust channel mix, refine audience targeting, modify messaging hierarchy, or recommend website/content updates. Where conversion issues are identified, the incumbent influences prioritization of web or content adjustments based on enrolment impact, escalating only where cross-functional agreement cannot be reached.
What sources are available to assist the incumbent in finding solution(s)? (e.g., past practice, established standards or guidelines.)	Campaign analytics dashboards, Web & social channel analytics, CRM/enrolment data and/or event registration data, historical campaign performance, market research, agency reporting, and consultation with Recruitment and academic staff.

3. Analysis and Problem Solving

	#2 regular & recurring
Key issue or problem encountered.	A department submits an urgent marketing request that conflicts with existing campaign timelines, approved priorities, or resource capacity.
How is it identified?	Through comparison of the request against the annual marketing plan, campaign calendar, resource availability, and approved budget allocations (when applicable).
Is further investigation required to define the situation and/or problem? If so, describe.	Yes. The incumbent must assess strategic alignment, potential enrolment impact, resource implications, and trade-offs with current institutional campaigns.
Explain the analysis used to determine a solution(s) for the situation and/or problem.	The incumbent evaluates the request against institutional marketing priorities and determines whether adjustments can be made without compromising broader objectives. This may involve recommending alternative tactics, phased implementation, revised timelines, or modified channel strategies. The incumbent balances departmental goals with institutional priorities, ensuring core campaigns aligned to strategic plans remain protected unless compelling performance or enrolment factors justify reprioritization.
What sources are available to assist the incumbent in finding solution(s)? (e.g., past practice, established standards or guidelines.)	Annual marketing plan, enrolment targets, campaign calendar, budget reports, institutional strategic plan, and consultation with Recruitment, Communications, and academic staff.

	#3 regular & recurring
Key issue or problem encountered.	An external advertising agency or media partner recommends tactics, creative approaches, or budget allocations that do not align with institutional strategy or performance data.
How is it identified?	Through review of agency proposals against campaign objectives, performance benchmarks, audience data, and approved budget parameters.
Is further investigation required to define the situation and/or problem? If so, describe.	Yes. The incumbent evaluates historical performance data, projected ROI, brand alignment, and budget implications.
Explain the analysis used to determine a solution(s) for the situation and/or problem.	The incumbent independently reviews and challenges agency recommendations where necessary, approving, modifying, or rejecting tactical proposals within authorized budget and strategy parameters. Direction is provided to

What sources are available to assist the incumbent in finding solution(s)? (e.g., past practice, established standards or guidelines.)

agency partners to ensure alignment with institutional priorities and performance expectations. Escalation to the Associate Director occurs only if strategic disagreement cannot be resolved independently. The Associate Director is kept informed of material concerns and proposed or completed resolutions.

Campaign analytics, historical media performance data, market research, institutional strategy documents, approved budget allocations, and agency reporting.

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.	Leads the planning, coordination, and execution of integrated, multi-channel recruitment and promotional campaigns and projects for assigned initiatives, from strategy development through launch, performance monitoring, optimization, and reporting.
What are the organizational and/or project management skills needed to bring together and integrate this activity?	Strategic planning, financial management, and cross-functional coordination are required to integrate campaign objectives across multiple channels and groups. The incumbent balances approved budget allocations across tactics, prioritizes initiatives within assigned campaigns, aligns deliverables across teams, and adjusts timelines or investment based on performance data and enrolment impact. Strong analytical judgment, negotiation, workflow management, and performance optimization skills are required to ensure campaign effectiveness and alignment with institutional priorities.
List the types of resources required to complete this task, project or activity.	Approved campaign budget allocations; media and production vendors; external advertising agency partners; Graphic Design and content development resources; CRM and analytics platforms; enrolment and market data; institutional marketing plans and brand standards. Where departmental budgets are allocated to specific initiatives, collaboration with the requesting department is required to align investment decisions with campaign strategy and performance objectives.
How is/are deadline(s) determined?	Deadlines are primarily determined by recruitment cycles, enrolment targets, campaign objectives, and the institutional marketing calendar. Media booking windows and production lead times are also considered. Occasionally, external funding or grant parameters establish fixed timelines that must be incorporated into campaign planning.
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 determines tactical adjustments within assigned initiatives, including sequencing, channel mix, creative approach, and budget reallocation within approved parameters. Adjustments may be informed by campaign performance, enrolment data, or new information provided by the Associate Director. The incumbent assesses potential impacts on cross-functional teams and consults with the Associate Director

where changes may affect broader institutional priorities or exceed approved budget allocations.

4. Planning/Coordinating

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.

#2 regular and recurring

Leads the intake, evaluation, prioritization, and coordination of marketing support requests from academic schools, departments, and institutional contacts to ensure alignment with strategic priorities, resource capacity, and approved campaign plans.

Strategic prioritization, capacity planning, workload management, and negotiation skills are required. The incumbent must evaluate requests against institutional priorities, recruitment cycles, available resources, and approved campaign plans, balancing departmental urgency with broader marketing commitments.

Institutional strategic priorities, enrolment targets, approved campaign plans, campaign calendar, budget allocations, and internal resource availability (design, content, and agency capacity).

Deadlines are primarily driven by recruitment cycles, campaign objectives, event dates, and/or media booking requirements.

The incumbent evaluates and negotiates adjustments to scope, sequencing, or timelines to balance departmental requests with institutional priorities and resource capacity. Where reprioritization may significantly impact broader campaign commitments or where resolution cannot be reached independently, the Associate Director is consulted.

4. Planning/Coordinating

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 occasional (if non, please strike out this sections)

Participates in the planning and coordination of large-scope, multi-year agency agreements, RFP processes, and strategic vendor contracts supporting institutional marketing initiatives.

Strategic planning, vendor evaluation, cross-functional coordination, documentation management, and process governance skills are required to define scope requirements, coordinate input, and support evaluation and selection activities.

Procurement policies and procedures, institutional strategic plans, historical performance data, budget parameters, evaluation criteria, and cross-departmental input.

Deadlines are determined by institutional procurement timelines, contract expiry dates, campaign planning cycles, and vendor onboarding requirements.

The incumbent coordinates scope clarification and evaluation adjustments in collaboration with relevant parties. Final approval of vendor selection and contractual terms rests with senior leadership in accordance with procurement policy.

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.

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

Participates in the planning and coordination of institutional brand positioning updates, messaging refinements, or major strategic marketing initiatives impacting multiple campaigns or groups.

Strategic analysis, cross-functional coordination, change management, and alignment of messaging across multiple campaigns and groups.

Institutional strategic plans, brand guidelines, campaign performance data, market research, cross-departmental input, and agency collaboration.

Deadlines are established by institutional planning cycles, executive direction, or alignment with major recruitment or brand initiatives.

Strategic direction is determined by senior leadership. The incumbent supports implementation planning, identifies campaign-level impacts, and coordinates required adjustments across assigned initiatives.

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
☐	☒	Minimal requirement to guide/ advise others. The incumbent may be required to explain procedures to other employees or students.	
☒	☐	There is a need for the incumbent to demonstrate correct processes/ procedures to others so that they can complete certain tasks	
☒	☐	The incumbent recommends a course of action or makes decisions so that others can perform their day-to-day activities.	Determines campaign priorities and sequencing within assigned portfolios, enabling Graphic Design, Recruitment, and agency partners to plan and execute their daily work accordingly. Establishes approved messaging frameworks, audience targeting, and channel strategies, allowing internal and external partners to proceed with asset development and campaign deployment. Establishes campaign timelines and deliverable requirements, ensuring cross-functional team members can align workloads and deadlines. Approves tactical media plans and creative direction within assigned campaigns, enabling agency partners and vendors to execute without further escalation. Recommends alternative tactics or timelines to academic departments, enabling alignment with broader institutional marketing priorities.



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.

Provides functional leadership to cross-functional campaign teams, ensuring deliverables align with campaign strategy, timelines, brand standards and performance objectives.

Provides strategic guidance to academic schools and departments on marketing approaches, channel selection and resource prioritization.

Monitors work in progress and provides corrective guidance to ensure campaign execution remains aligned with approved strategy and performance goals.



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.

Within assigned portfolios, allocates campaign-related tasks and provides directions to student employees, marketers, graphic & content designers, and recruiters to ensure work meets approved strategic and brand standards.

Directs external advertising agencies and media vendors in the execution of approved campaign strategies, reviewing work in progress and providing corrective feedback where necessary.

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)
The incumbent operates within the established: - College strategic objectives - Annual marketing plan - Approved campaign budgets - Brand guidelines - Enrolment targets The Marketing Coordinator plans campaign strategies, channel mix, timelines and resource allocation for assigned campaigns/projects, with support from the Associate Director where needed. The incumbent	

exercises independent judgement to execute strategies and campaigns.	
--	--

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 - Annual Marketing Plan - Approved campaign budgets - Past Practices and campaign briefs - Branding Guidelines - Market research - Enrolment data - AODA, FIPPA, CASL, and other regulatory requirements. - Established procurement and vendor engagement policies. .	- Ministry approved outlines for new programs - Grant parameters for funded initiatives

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)
Work is reviewed primarily through performance outcomes, campaign reporting, budget adherence, and achievement of established KPIs. The Associate Director is consulted on significant strategic shifts, budget reallocations beyond approved parameters, or high-risk institutional positioning decisions. Day-to-day campaign decisions and tactical execution are not routinely reviewed by the Associate Director in advance, though may require departmental sign-off for content accuracy.	

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)
- Independently reviews and evaluates marketing support requests from academic schools and departments to determine strategic alignment, resource implications, timelines, and budget considerations. Provides strategic recommendations that balance departmental objectives with broader institutional marketing priorities. - Collaborates with departments that hold independent budgets to recommend optimal marketing approaches and channel strategies;	

departments retain final approval on expenditure and content accuracy related to their specific offerings. • Adjustments to campaign scope, timelines, or channel mix that may impact other departments or shared resources. • Coordination with Graphic Design, Global Recruitment, Communications, and external agency partners regarding campaign execution, messaging approach, and performance optimization. • Consultation with vendor partners or internal contacts when determining appropriate creative formats, production requirements, or media tactics.	
---	--

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)
• Deviations from approved annual marketing strategy • Budget increases beyond allocated campaign envelopes • Reputational risk considerations • Reprioritization of major campaigns - Project prioritization -	

Describe the type of decisions that would be decided by the incumbent.	
Regular and Recurring	Occasional (If none, please strike out this section)
• Determination of channel mix and tactical campaign execution within approved budget parameters • Allocation and reallocation of campaign funds based on performance data and ROI analysis • Approval of media placements and vendor execution within authorized limits • Establishment of campaign timelines and prioritization of portfolio initiatives • Direction provided to external agency partners and media vendors • Optimization strategies based on campaign performance results • Final review and sign-off of campaign assets and creative materials within delegated authority, to ensure alignment with approved campaign	

strategy, messaging framework, and brand standards	
In order to provide the services for which the incumbent is responsible, continually self-directed learning is required in the areas of software, best practices, data analysis, and industry trends.	

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 group 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?		
Request for marketing support for program, project, or event initiative, via email, intake form, meeting, or campaign planning discussion	Independently evaluates for alignment with institutional priorities, recruitment cycles, resource capacity, and approved campaign plans. Determines appropriate scope of support, develops campaign brief where required, recommends channel strategy and timelines, and coordinates cross-functional execution.	Academic schools, departments, institutional contacts	W
Integrated recruitment campaign planning and execution, assigned as per annual plan	Develops campaign strategy, establishes messaging framework and channel mix, allocates approved budget, coordinates creative and media execution, monitors performance, and implements optimization adjustments.	Recruitment team, Associate Director	W/M
Request for campaign performance data, enrolment trends, or marketing analytics insights, via email, meeting or	Sources data and prepares report with analysis and insights of campaign performance, channel	Associate Director of Marketing or Director of Recruitment	M

Support Staff PDF

discussion with Associate Director of Marketing or Director of Recruitment	effectiveness, and enrolment impact. Identifies trends, performance gaps, and optimization opportunities, and presents recommendations to inform planning and investment decisions.		

* 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	Coordinates campaign timelines, deliverables, and status updates across Recruitment, Design/Content teams, and external agency partners to ensure alignment and execution of approved initiatives.	Recruitment team, Design/Content team, external agency partners	D/W
Explanation and interpretation of information or ideas.	Interprets campaign performance data, enrolment trends, and marketing analytics to explain results, identify performance gaps, and recommend strategic adjustments to relevant parties. Provides rationale for campaign prioritization decisions based on institutional objectives and resource capacity.	Recruitment leadership, academic staff, Marketing management	W/M
Imparting technical information and advice	Provides strategic guidance on messaging frameworks, audience targeting, channel selection, and campaign governance processes. Advises relevant parties on brand alignment, marketing best practices, and appropriate use of media investment.	Academic departments, internal staff, agency partners	W
Obtaining cooperation or consent	Negotiates scope, timelines, or tactical adjustments when requests conflict with institutional priorities or resource capacity. Influences adoption of recommended marketing strategies based on performance data and strategic alignment.	Academic schools, departmental staff, cross-functional partners	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%	D			X	X		
walking	W	X			X		
standing	W	X			X		
On-campus events – set up of Tablecloths, signs etc., standing, walking	I			X		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.)

Banners, materials for promotional events

Tabletop displays, marketing materials.

Occasional lifting of boxes of program guides,
and promotional give away material.

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
Analysis of multi-channel campaign performance data and enrolment metrics to determine optimization strategies and budget reallocation.	W			X
Can concentration or focus be maintained throughout the duration of the activity? If not, why?				
☒ Usually ☐ No				

Activity #2	Frequency (D,W,M,I)*	Average Duration		
		Short < 30 min	Long up to 2 hrs.	Extended > 2 hrs
Planning and coordination of integrated campaign timelines across multiple teams and external partners while balancing approved budget allocations.	W		X	
Can concentration or focus be maintained throughout the duration of the activity? If not, why?				
☒ Usually ☐ No				

Activity #3	Frequency (D,W,M,I)*	Average Duration		
		Short < 30 min	Long up to 2 hrs.	Extended > 2 hrs
Development and review of campaign strategy, messaging frameworks, and media investment recommendations.	W/M			X
Can concentration or focus be maintained throughout the duration of the activity? If not, why?				
☒ Usually ☐ No				

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

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)*
☒ acceptable working conditions (minimal exposure to the conditions listed below)	Normal office environment.	D
☐ accessing crawl spaces/confined spaces		
☐ dealing with abusive people		
☐ dealing with abusive people who pose a threat of physical harm		
☐ difficult weather conditions		
☐ exposure to very high or low temperatures (e.g., freezers)		
☐ handling hazardous substances		
☐ smelly, dirty, or noisy environment		
☒ travel	Occasional travel between campuses is a requirement	M/I
☐ working in isolated or crowded situations		
☐ other (explain)		

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