

**QUEEN'S UNIVERSITY SUPPORT STAFF
POSITION SUMMARY**

DEPARTMENT: Information Technology Services
POSITION NUMBER: 00500780
TITLE: IT Marketing and Communications Associate

INCUMBENT:
GRADE: 6

JOB SUMMARY:

Reporting to the Coordinator, Client Services and Community Relations, and as a member of Support Services, Information Technology Services (ITServices), the incumbent provides technology support required to meet academic, operational and/or project objectives by participating:

- In the development of communications initiatives and programs in order to increase awareness of the department or its services.
- In the organization, development, and provision of educational, promotional and information resources in conjunction with technical support staff, particularly IT Support Centre analysts.

This position requires an adaptive individual, with a demonstrated ability to learn and develop as technology changes. The incumbent may also participate on project teams in a variety of areas, all in an effort to deliver an effective service continuum to the campus. The incumbent is both an active advocate for and liaison with the user community, and an ambassador for ITServices.

DUTIES AND RESPONSIBILITIES:

Provide support and problem diagnosis by:

- Researching, writing, and editing stories and articles.
- Providing assistance and problem-solving resources to individuals responsible for web pages under the ITServices umbrella.
- Providing expertise to aid in the planning, design and development of an evolving web presence.

Act as a member of a project team within Support Services by:

- Participating in projects and initiatives with a communications component for the Queen's community to ensure awareness and creation of required support documentation.

Stay current with the rapidly evolving technology landscape, so as to maintain a suitable level of service within your area(s) of expertise, which might include:

- Evaluating, recommending and overseeing the acquisition and implementation of new and updated communication approaches and strategies to support ITServices initiatives.

Educate users in IT environment in informal training opportunities by:

- Producing educational communications that effectively describe technical issues and ideas in format and style easily assimilated by non-technical audience.
- Assisting with the development of technical and promotional communications strategies and materials (print, electronic, CD ROM, web-based and other formats as determined) to support existing IT services.
- May be requested to participate in the technical training offerings for University faculty, staff, and students

Participates in ITServices public relations events and initiatives by:

- Performing ongoing public relations functions in order to revitalize and maintain broad interest and support for departmental activities, and services.
- Assist in the development, marketing, coordination, and implementation of conferences, seminars, and information sessions.

REQUIRED BACKGROUND:

- University degree in a related area. Consideration may be given to an equivalent combination of education and experience
- A broad awareness of major trends and developments in the IT industry
- A proven record of working in a team environment
- Customer service background
- Proven communications (verbal and written) and interpersonal skills are of importance, including the ability to interact with a variety of people with various levels of technological sophistication.
- Ability to deliver technically based information in a non-technical style of communication
- An understanding of effective project management practices & principles
- Research and analytical skills in order to collect, process, and summarize data

SPECIAL SKILLS:

- Problem solving and troubleshooting abilities
- A keen desire to learn and stay current with the rapidly evolving IT industry
- Customer service skills, even under very demanding circumstances including diplomacy and tact in dealing with sensitive issues
- Good interpersonal and communications skills (oral and written)
- An ability to explain technical terms and concepts in a manner appropriate to the user
- Excellent time management skills to set short-term priorities while working on several projects simultaneously under strict deadlines.

DECISION MAKING:

- Able to determine cause of problem by assessing symptoms and system behaviour in a web environment, or by reviewing and analyzing documentation
- Selecting appropriate corrective action to resolve a problem, showing care that one problem's solution will not give rise to other problems after liaising with other support staff and considering alternative solutions.
- Deciding when to refer or escalate a problem or question
- Continuously assess and adjust priorities, and manage tasks under demanding conditions

SIGNATURES

INCUMBENT: _____

SUPERVISOR: _____

DEPARTMENT HEAD: _____

DATE SIGNED: _____