CULTURE, COMMUNICATIONS AND RECREATION - GRADE 7

Generic Position Overview

Family: Culture, Communications, and Recreation

Cluster: CCR7

Note: Employees of Queen's University work in a challenging and diverse environment. Queen's is committed to encouraging the development of new skills and attributes in its workforce. It is critical that staff are able to adapt to a changing work environment and to acquire new skills as these become necessary.

Depending upon the size of the department or unit and its functional activities, incumbents who fall into this category may perform all of the duties listed below or, in the case of large departments or units, may be assigned to designated specialized functions.

Generic Position Summary: Incumbent may develop communications initiatives and programs in order to increase awareness of the department or its services. May write advertising copy or perform graphic design. Assume responsibility for program development of media services as required. Research, write, and edit stories. Conduct interviews or investigative research as necessary. Plan and organize exhibits. Maintain security and ensure preservation of artwork. Design and install shows and displays. Assist in the development and coordination of conferences or seminars. Maintain programs and services related to the division's operation. Coordinate and plan delivery of athletic services. Maintain athletic facilities. Develop and implement comprehensive programs to fill a variety of public needs and demands. Perform coaching duties as required. Develop contacts with alumnus to ensure support of current programs and participation in special events. Perform public relations functions in order to maintain interest and support for other departmental or university programs and services. Perform a variety of administrative and human resources duties as required. Make recommendations which improve departmental functioning and increase efficiency. Suggest new program or service offerings and recommend the cancellation of unsuccessful services. Other duties may be assigned depending upon the goals and direction of the department and its changing needs and resource requirements.

Primary Duties And Responsibilities: Through effective and creative communications initiatives, develop cooperative networks within the university and the larger community. Assist with or coordinate the planning, design, and implementation of advertising or public-awareness campaigns for the department or its services. May write advertising copy and perform graphic design to produce ads for delivery and distribution to appropriate medium. May assume responsibility for program development of media services, including broadcasting, written, or on-line (Web) publications.
Research, write, and edit stories and articles. Develop educational materials.

Conduct interviews or investigations as necessary.

Plan, organize, and document art exhibition programs. Perform record-keeping related to acquisitions and collections. Maintain and ensure security, preservation and restoration of art as appropriate. Design and install art shows and displays. Perform construction duties as appropriate, including matting and framing of art. Plan and develop public art education programming for a variety of audiences.

Assist in the development, marketing, coordination, and implementation of conferences, seminars, and information sessions.

Maintain programs and services related to the division's operation, including databases, literature, and information aids. Manage data analysis and statistical functions of the department/unit as required.

Coordinate and plan delivery of athletic services, both competitive and recreational. Maintain athletic facilities according to all health and safety regulations and guidelines. Develop, staff, and implement comprehensive athletic or recreational programs. Provide direction, expertise, and support to members of department and to committees or teams as appropriate. Perform coaching duties as assigned. Coordinate leagues, tournaments, and other events related to athletic programs. Choose athletes, create team rosters and schedules, and provide encouragement and evaluation of performance. Coordinate recruitment programs in conjunction with other appropriate departments or units.

Develop and establish a system to inform alumnus of current programs and encourage support (financially and otherwise) of departmental projects and activities, to ensure consistency and maximization of sponsorship opportunities. Perform ongoing public relations functions in order to revitalize and maintain broad interest and support for department or unit activities, programs, or services.

Perform administrative duties as required, including maintenance of financial records and basic accounting or bookkeeping. Participate in budget preparation and resource allocation. Prepare grant proposals and evaluate contracts. Perform computing duties as required. Perform human resources duties including training, supervising, and evaluating junior staff and volunteers. Create and modify schedules and work priorities.

Make recommendations which improve department functioning and efficiency. Suggest new service offerings and recommend the deletion of ineffective services. Recommend policy changes and implement alterations to program delivery.

Undertake other duties as required in support of the unit or department.
**Required Background:** Incumbent's educational and experiential background should complement the duties of the position. University degree with some experience in appropriate area(s) or other training relevant to the position, including communications, human relations, physical education, art history, or administration. Experience in a position which shows development of relevant skills is usually necessary. Specialized training or certification may be required (eg. coaching, CPR, etc.). Proven communications and interpersonal skills are of significant importance. Consideration will be given to an equivalent combination of education and experience.

**Special Skills:** Typical skills that may be required in the performance of job duties include:

Excellent communications skills, both verbal and written (creative and concise writing and editing skills). Public and human relations skills, including diplomacy and tact in dealing with sensitive issues.

Research and analytical skills in order to collect, process, and summarize data.

Organizational, problem-solving, and proven project management skills. Innovative and flexible thinking. Capacity for detailed and accurate work.

Style and aesthetic skills in the design of graphic work, ads, and displays.

Basic construction or maintenance skills with respect to art preservation, maintenance, and display.

Computer skills as required by the position, including use of word processing, database, or other applicable software.

Supervisory and leadership skills. Ability to motivate others and provide direction and guidance.

Ability to work on several projects simultaneously under strict deadlines.

Marketing ability and customer- or client-oriented perspective.

Technical skills or expertise as required by the position including operation of theatrical (lighting, sound, etc.); broadcasting equipment; coaching skills; photography, physical recreation or sports (aquatic programs/lifeguard skills), etc.

Ability to work flexible hours and in a variety of conditions as required by the position.

**Decision Making:** Examples of the types of decisions regularly made on the job:

Determine content of ads, articles, and profiles. Determine how best to
present information. Select which newspapers, magazines, or other media in which to advertise in order to reach target audience.

Make decisions regarding research directions based on assessments of publications and other sources of information. Decide what current issues are the most relevant and have the most impact on the department/unit for further investigation.

Develop appropriate responses to outside requests and answer inquiries. Determine when to redirect questions to others, and recognize when a potentially serious issue should be referred to supervisor.

Determine which new programs would be beneficial to the community and the department/unit and which programs should be discontinued.

Make human resources decisions including hiring and firing, content of training programs and scheduling decisions.

Determine how to display works of art and how to effectively present exhibits. Decide on programming which will match changing content and timing, and fulfill needs and desires of the audience, within budget.

Determine how best to advise others in the community regarding rules, regulations, and guidelines with respect to particular area of expertise.

Make decisions with respect to conflict resolution or complaints.

Select athletes, team systems, and strategies. Make decisions with respect to counter-strategies that teams must immediately convey and implement during competitions.

Make budgeting and resource allocation decisions in consultation with supervisors and coworkers.

**Supervisory Responsibilities:** May be supervisory duties in some positions. May delegate, hire/fire, conduct performance appraisals, and discipline.

*Last update: December, 1999*