CULTURE, COMMUNICATIONS AND RECREATION - GRADE 8

Generic Position Overview

**Family:** Culture, Communications, and Recreation

**Cluster:** CCR8

**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 coordinate and oversee activities of a project team. Liaise and negotiate with relevant individuals. Prepare work-plans and reports for program development. Act as public relations spokesperson or communications link between members of the unit/department and with appropriate external bodies (ie. media). Develop and implement internal communications tools, including electronic and print documents. Coordinate and oversee the planning, design, and implementation of advertising or public-awareness campaigns. Write, edit, and direct production of a variety of publications. Manage, coordinate and supervise conferences, educational programs production and performance of theatrical productions. Provide advice or technical support in particular area of expertise (ie. visual resources) Incumbent may develop, coordinate, promote, and deliver recreational, physical health, or athletic programs. Perform coaching duties as assigned. May develop and administer projects which serve to collect and catalogue visual resources. Perform related administrative duties, including financial and human resources functions. 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:** Coordinate and oversee activities of a project team. Plan, organize, implement, and monitor progress of projects. Liaise and negotiate with partners, participants, and relevant committees. Liaise with clients and potential clients to ensure efficient and effective service. Collaborate in developing a plan for maximizing sponsorship. Prepare work-plans and reports for program development. Assemble and analyse data for information and decision-making purposes. Conduct economic and functional analyses.

Act as communications link between members of the unit/department and with all appropriate external bodies. Facilitate the development of
cooperative networks among individuals in order to share knowledge and resources. Develop and implement internal communications tools, including on-line (Web) and printed documents. Assume responsibility for general external affairs of unit/department. Act as public relations spokesperson and as representative on various committees/boards.

Coordinate and oversee the planning, design, and implementation of advertising or public-awareness campaigns. Prepare and ensure distribution of public relations materials. Create, develop, and promote marketing strategies. Develop and distribute media releases, and bring newsworthy stories/initiatives that support Queen's to the attention of appropriate media contacts. Establish and maintain credible contacts with various journalists in order to increase profile of Queen's in the media. Write, edit, design, and direct production of various publications, for both advertising and general communication purposes. Coordinate graphic design features of publications as required. Write policy/procedure manuals or other documents as appropriate.

Manage and coordinate conferences and educational/training programs or seminars. Analyse, classify, and prioritize program requests.

Provide advice and/or technical support to others as required, within incumbent's scope of knowledge and expertise (eg. hardware/software support, design and layout, use of collections and available resources).

Develop, coordinate, promote, and deliver recreation, physical health, and athletic programs, including both casual recreation and competitive sports as appropriate. Assist with the development and implementation of academic and activity components of recreation/athletic programs. Establish and implement policies and procedures to ensure quality, client-based, and safe programs. Ensure that useful and appropriate services are provided to clients (eg. fitness appraisals, exercise prescriptions, tours and demonstrations of facilities). Assume responsibility for related activities such as travel, safety, uniforms, and scheduling of teams. Ensure that athletes receive appropriate recognition. Perform coaching and leadership duties as assigned.

Develop and administer projects which serve to collect and catalogue various visual resources (i.e. artwork). Determine the appropriateness of new donations and facilitate gifts to the collection. Maintain and preserve collections by monitoring the environment, supervising repair and maintenance, and participating in space planning.

Supervise and facilitate set design and construction, sound, and lighting design for various theatrical productions. Coordinate booking of facilities. Oversee the safe storage, inventory, and rental operation of specialized costumes and props. Coordinate production activity and scheduling.

Perform related human resources duties, such as hiring/firing, training, and delegating work to junior staff, creating schedules and rosters, and
overseeing day-to-day financial management of the unit/department, including budgeting and resource allocation. Prepare grant proposals and evaluate/negotiate contracts.

Make recommendations which improve department functioning and efficiency. Suggest new service offerings and recommend the deletion of ineffective services. Recommend and aid in the implementation of policy changes.

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 (graduate degree may be required) with experience in appropriate area(s) and other training relevant to the position, including communications, human relations, physical education, art/drama, or administration. Experience in a related position is necessary. Specialized training or certification may be required (e.g. coaching, CPR, journalism, technical theatre, library science). Excellent communications and interpersonal skills are of significant importance. Leadership/ supervisory and program management experience may be required. 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:

Highly developed writing and editing skills for different media (print and electronic). Marketing, public and human relations skills, including ability to communicate effectively with a variety of people and personality types, and maintain tact and diplomacy. Understanding of major issues facing the institution and how to communicate them. Professionalism and ability to project a positive image as a representative of the unit/department or university.

Proven project management skills. Innovative and flexible thinking and ability to see projects through from conception to final implementation. Organizational and problem-solving skills. Research and analytical skills in order to collect, process, and summarize data, and explain results to others. Aptitude for design and layout. Style and aesthetic skills in the design of graphic work, ads, and displays. Set design and production skills.

Management and decision-making skills. Ability to guide, persuade, and motivate others. Ability to work independently or as a team player depending upon situation.

Ability to coordinate a variety of group interests and balance evolving priorities.

Knowledge and understanding of media and newsroom operations, educational techniques, curriculum design, evaluation systems, and needs
assessment.

Current knowledge with respect to recreational programming, equipment operation, special population needs and recommended safety standards.

Computer skills as required by the position (including desktop publishing and graphic/drafting skills as necessary).

Some positions may require knowledge of other languages.

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 and presentation of reports, work-plans, manuals, newsletters, ads, articles and other publications, correspondence, and communication materials often in consultation with others. Select most appropriate target media for a given piece. Evaluate reports or documents and propose recommended actions.

- Determine, in consultation with others, budget and funding allocations. Make human resources decisions. Decide how best to balance ethical considerations and funding demands. Develop and implement policies and procedures on a variety of issues concerning the operation of the unit/department.

- Determine how to incorporate staff, community, students, and other individuals in project's planning, and shaping of the department/unit's goals and priorities.

- Establish priorities for publications and other activities in the face of deadlines and limited resources.

- Decide how to best respond to inquiries regarding operations, policies, and procedures. Redirect inquiries as appropriate.

- Advise on all aspects of program development and delivery. Select appropriate and relevant stories to write and publish. Provide guidance and advice to others in particular area of expertise. Resolve conflicts related to program delivery.

- Determine necessary communication skills in order to convey point and select target audience.

- Determine how best to promote an event or increase awareness of a unit/department's activities in the media.

- Decide how to react quickly and thoughtfully to urgent media requests.
Recommend solutions and strategies for dealing with developing media stories.

Make decisions regarding athlete selection, team strategies, and practice/competitive schedules.

Determine what visual resources will be required by a particular client and what the best sources of these materials are. Make programming decisions regarding new and unusual material.

Make appropriate preparations for theatrical productions, visiting attractions, tours, etc.

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

_Last update: December, 1999_