CULTURE, COMMUNICATIONS AND RECREATION - GRADE 9

Generic Position Overview

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

**Cluster:** CCR9

**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 is responsible for planning, monitoring and managing departmental or university programs and communication plans. This includes coordination and management of events or publications or developing editorial or communication strategies. Represent the University and serve as liaison with internal and external clients. Offer expertise and guidance regarding communication strategies. May perform some administrative duties as required, including staff supervision, human resources duties and budget preparation. Some positions may require providing advise on decisions regarding athlete selection, team strategies and practice/competitive schedules. 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:** Manage departmental or university programs. This includes planning and monitoring programs or publications. Determine priorities for university programs and communication plans. Has responsibility for the successful outcome of all programs or publications. Such programs or publications could include recreation, physical health, and athletic programs, including both casual recreation and competitive sports; Alumni Review or visual resources. Some positions may require providing advise on decisions regarding athlete selection, team strategies and practice/competitive schedules.

Manage the development and implementation of communication strategies for major university initiatives including news releases, articles, publications, advertising or public-awareness campaigns. Offer expertise and guidance regarding communication strategies.

Offer expertise and guidance on how best to promote an event or increase awareness of a unit/department's activities in the media. Make decisions and provide guidance on strategies and priorities to deal with urgent or
developing media stories.

The incumbent is a representative and liaises on behalf of the university with internal and external clients. This may include peers at other education institutions or the media at large.

Perform related administrative duties, such as supervision, human resources duties; developing and managing departmental or program budget. This may include responsibility for leadership and management of staff.

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 several years of relevant experience and training, including communications, human relations, physical education, art/drama, or administration. The incumbent must possess excellent organizational, communication and interpersonal skills which facilitate the coordination, development and management of events, publications or communication strategies. Leadership/supervisory and program management experience is necessary. 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:

Marketing skills, public and human relations skills, including ability to communicate effectively with a variety of people and personality types, and maintain tact and diplomacy. Professionalism and ability to project a positive image as a representative of the unit/department or university.

Management and decision-making skills in order to provide leadership and manage human resource issues and create a positive work environment.

Excellent project management skills. Innovative and flexible thinking and ability to manage projects through from conception to final implementation. Organizational and problem-solving skills.

Ability to perform accounting and financial management duties.

Depending upon the position, the incumbent may require; an understanding of educational techniques, curriculum design, evaluation systems, needs assessment; a knowledge and understanding of media and newsroom operation; current knowledge with respect to recreational programming, equipment operation, special population needs or recommended safety standards.

Ability to use a variety of computer software packages.

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

Determine priorities for university programs and communication plans.

Plan, implement and evaluate policies and procedures on a variety of issues concerning the operation of the unit/department.

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

Decide strategies and priorities to deal with urgent or developing media stories.

Make financial decisions such as preparing budget proposals, determining human resources decisions.

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

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

*Last update: December, 1999*