

M&P OCCUPATIONAL GUIDELINE

JOB FAMILY: INFORMATION SERVICES Level C2, Pay Grade 10

LEVEL DEFINITION	This level covers positions responsible for developing and implementing comprehensive integrated university-wide communications plans and projects.
TYPICAL RESPONSIBILITIES	May include: developing and implementing comprehensive integrated university-wide communications plans and projects; liaising with senior university administration, faculty and staff to develop university-wide communications strategies; planning and presenting high-profile public relations events; and participating in the planning and implementation of special issues and crisis communication strategies.
DECISION MAKING /LEVEL OF ACCOUNTABILITY	Makes decisions regarding development and implementation of comprehensive and integrated university-wide communications plans and projects.
SUPERVISION RECEIVED	Works with considerable latitude within a broad policy framework. Work is reviewed in terms of effectiveness of development and implementation of communication plans and projects.
SUPERVISION EXERCISED	Manages contract consultants and external service providers.
MINIMUM QUALIFICATIONS	Undergraduate degree in a relevant discipline. Minimum seven years of related experience, or communication services, or the equivalent combination of education and experience.

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