

M&P OCCUPATIONAL GUIDELINE

JOB FAMILY: INFORMATION SERVICES Level D, Pay Grade 11

LEVEL DEFINITION	This level covers positions responsible for conceptualizing and implementing broad public relations and communications strategies for the university.
TYPICAL RESPONSIBILITIES	May include: conceptualizing and implementing broad public relations and communications strategies; liaising with external media consultants to develop, promote and safeguard the university's visual identity; providing consultation and recommending communications strategies; and consulting with university stakeholders and partners regarding the University's public identity.
DECISION MAKING /LEVEL OF ACCOUNTABILITY	Makes decisions regarding implementation of broad public relations and communications strategies.
SUPERVISION RECEIVED	Works within broad policy guidelines and mandates. Work is reviewed in terms of adherence to guidelines and mandates, the achievement of broad goals, and the overall success of communications strategies.
SUPERVISION EXERCISED	Manages staff, consultants and external service providers, directly and indirectly through subordinate managers.
MINIMUM QUALIFICATIONS	Undergraduate degree in a relevant discipline. Minimum eight years of related experience, or the equivalent combination of education and experience.

Updated: March 5, 2013