**LEVEL DEFINITION**

This level covers positions responsible for developing and implementing advertising and publicity plans or developing marketing plans for a specific media.

**TYPICAL RESPONSIBILITIES**

May include: developing and implementing advertising and publicity plans; developing marketing plans for specific media; developing new promotional materials; contracting with external service providers; developing market research tools; and preparing and analysing marketing budget reports and statistics.

**DECISION MAKING / LEVEL OF ACCOUNTABILITY**

Makes decisions regarding the development of marketing plans in a defined area and contracts with external service providers.

**SUPERVISION RECEIVED**

Works autonomously within strategic marketing plan. Work is reviewed based on professional standards and achievement of specific goals.

**SUPERVISION EXERCISED**

Manages staff and is responsible for supervising the work of external service providers.

**MINIMUM QUALIFICATIONS**

Undergraduate degree in a relevant discipline. Minimum of five years of related experience, or the equivalent combination of education and experience.

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