

Job Code:	JC100034
Job Category:	Staff
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Pay Group:	24

CLASS SPECIFICATION

ADMINISTRATIVE LEAD, MARKETING & DIGITAL EXPERIENCE

NATURE AND SCOPE OF WORK

As a senior role providing administrative support to the Director, Marketing & Digital Experience, the Administrative Lead is responsible for planning, implementing, and monitoring processes and services to ensure the smooth operations of the department. The incumbent provides exceptional and broad administrative support under limited supervision. Primary duties of this role include operational oversight including intaking projects, scheduling, managing calendars and timelines, creating processes, and acting as a communications center point for the department. This role will also prepare accurate progress, financial, and resource reports for the Director's use.

The Administrative Lead should have a working knowledge of industry standard project management software and stay on top of new tools and technologies. This role supports the smooth and efficient functioning of the Marketing & Digital Experience (MDX) department and reports directly to the Director, Marketing & Digital Experience.

ILLUSTRATIVE EXAMPLES OF DUTIES

Operations/Administrative Support

- Supports and manages activities that fall under the jurisdiction of the Director, including daily operational processes, such as office scheduling and calendar management.
- Maintains in-depth knowledge of the Director's projects, priorities, and objectives, maintains confidentiality on sensitive initiatives, and takes on ad hoc projects at the request of the Director.
- Oversees project requests and annual marketing calendar, ensuring adequate resource allocation, prioritization, and scheduling.
- Acts as the product owner for the department's project management platform, managing its vendor partnerships and overseeing ongoing maintenance and technical upgrades.

- Regularly monitors projects and leads meetings to ensure that staff are aware of key deadlines and change requests.
- Proactively identifies and prepares materials to improve and increase departmental productivity; responsibilities include researching, recommending, and implementing improvements and enhancements to project management tools and workflows.
- Utilizes information provided from previous annual project calendars. Tracks department, faculty, service unit and program requests to project workload for the new year by synthesizing data and creating reports and summaries as required to support the Director in data-driven decision making.
- Facilitates MDX meetings by booking facilities, audio/visual, preparing information, agendas, and action items for related meetings.
- Sets up and maintains a variety of departmental records, both hard copy and digital files, including project design files and brand assets. Contributes and makes recommendations to improve procedural elements of departmental recordkeeping.

Communications Hub

- Acts as a central point of contact between the Director and other University Departments.
- Provides front line customer service to the campus community, student and vendor inquires, in support of the MDX department's engagement and marketing goals.
- Provides support for internal and external committees including meeting agendas, minutes, communication, and logistics. Ensures information is disseminated to appropriate partners following meetings. Responsible for identifying the deliverables from such meetings that fall within the classification and acting on them.
- Effectively communicates decisions, directives and important information following meetings to the appropriate individuals and MDX team members.

Financial

- Tracks, monitors, and reconciles budgets including reviewing management reports, and contacting Financial Services as required. Resolves discrepancies or using judgement and discretion brings them to the attention of the Director.
- Has signing authority within University guidelines.
- Coordinates the development and preparation of the annual operating budget and the operational plan materials for the Director; including planning for the new and tracking/executing the year end requirements.
- Works collaboratively with purchasing and finance teams to prepare and provide accurate, timely reporting for the Director; Monitors purchasing practices to ensure adherence to university policies, practices, and procedures.

Other

- Takes initiative, solves problems, and determines course of actions for issues under this class specification and then follows through independently, occasionally consulting with the Director with reference to new or complex problems.
- May be required to take training and act in the capacity of a floor warden as part of the University's Emergency Preparedness Plan (fire, earthquake, WHMIS).
- Performs other duties related to the qualifications and requirements of the position.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Thorough knowledge of MS Office applications including Outlook, Word, Excel, Teams, and PowerPoint. Experience utilizing project management and other digital platforms in a professional environment. Ability to learn multiple University systems.
- Thorough knowledge of project planning, scheduling, tracking, and reporting.
- Thorough knowledge of marketing processes and best practices, including digital and publishing applications.
- Considerable knowledge of financial and database management systems specific to the fields of marketing and digital experience.
- Advanced ability to understand the context of issues in order to exercise initiative and judgement regarding action required.
- Knowledge of financial reporting practices including preparing and administering budgets. Basic financial analysis abilities an asset.
- Ability to maintain confidentiality and to exercise tact, diplomacy, discretion and sensitivity when dealing with other employees, students, community groups, donors and the general public.
- Ability to understand and follow complex oral and written instructions, and communicate information effectively, both verbally and in writing, and appropriately to the intended audience and with correct emphasis and tone.
- Ability to apply exceptional organizational skills and project management principles to meet deadlines. Ability to adjust timelines to account for changing priorities and resources while meeting deadlines in a fast-paced environment. Ability to maintain attention to detail with constant interruption.
- Ability to answer questions regarding university and area policy and procedure, and collective agreements up to a defined level on behalf of the administrator.
- Keyboarding speed of 50 wpm.

REQUIRED TRAINING AND EXPERIENCE

- Completion of a bachelor's degree in a related discipline.
- Five years of directly related and progressively senior administrative support experience and marketing or project management experience.