

Class No.:	
Original Date:	
Revision Date:	May 2004
Pay Group:	20

CLASS SPECIFICATION

MARKETING AND COMMUNICATIONS ASSISTANT

NATURE AND SCOPE OF WORK

This is advertising and print production work. The position is primarily responsible for producing advertising, course calendars, brochures, web content and other promotional and student service material. Duties of the position include coordinating the production of the University calendar; booking and scheduling advertising and print; location photography; copy writing and editing; and layout and some creative design. An incumbent receives direction from the Marketing Liaison and reports to the Manager, Web Services.

ILLUSTRATIVE EXAMPLES OF DUTIES

- Lays out and produces a wide range of print and electronic materials including advertising, University calendars, brochures, web pages and other promotional and student service material. Designs advertising as required or works with in-house designers on more involving or complex designs.
- Writes and edits copy according to established style guides for advertising, brochures, University calendar, web pages and other promotional and student service material.
- Performs location photography on and off campus to be used in brochures, newsletters, web pages, calendars and other promotional and student service material
- Coordinates advertising including communicating with media representatives and clients regarding placement, timing, size, pricing and wording; preparing estimates; making and tracking bookings; writing, editing and proofreading; laying out or designing; preparing and sending electronic and paper versions; processing and checking invoices, and following up on billing errors; and preparing reports.
- Coordinates University calendar production by gathering and clarifying information; updating the course description database; tracking timelines; requesting and organizing meetings and taking

minutes; receiving approvals; coordinating proofreading; and preparing final electronic version for printing. Information from the course description database is also posted to the University registration website.

- Coordinates brochure, timetable and other print production by updating or laying out new material; receiving approvals; booking and scheduling printing; and maintaining files and logs.
- Creates and updates web content including faculty postings, information meeting pages and index, and program and student service pages.
- Responds to inquiries, and provides advice and technical assistance to faculty, students and other clients in the design and production of advertising and other promotional materials using print and electronic formats. Assists, consults and suggests methods, procedures and ideas to meet their requirements.
- Records time and material costs where applicable. Maintains files as required and performs a series of record keeping duties including charge backs.
- 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, W.H.M.I.S, Earthquake).
- Performs duties related to the qualifications and requirements of the position.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Thorough knowledge of production principles from design to execution, techniques and processes as they relate to advertising, publications and web pages.
- Thorough knowledge of business English, spelling, punctuation and arithmetic.
- Considerable knowledge of marketing writing style including ability to apply CP and other styles to writing and editing; and ability to achieve a very high degree of accuracy in proofreading.
- Considerable knowledge of the operations of PC and Mac computerized systems including hardware, software and peripherals.
- Considerable knowledge of current page layout, illustrating, photo editing, paint draw, document capture/format conversion, database, spreadsheet and word processing applications.
- Considerable knowledge of marketing and communications policies, procedures and work methods in the educational environment.
- Considerable knowledge of the principles, techniques and practices of two-dimensional design.
- Considerable knowledge of advertising media including the ability to make recommendations for ad placement based on budget parameters and appropriateness of media.

- Working knowledge of office procedures, business records, inventory procedures, proper filing and storage methods.
- Working knowledge of web site design and coding.
- Ability to do technical work in graphics and photography.
- Ability to understand and interpret complex oral and written instructions.
- Ability to successfully and effectively deal with internal clients and external suppliers, to communicate technical information, and to interpret and explain rules and regulations.
- Ability to establish and maintain effective working relationships with other employees, students, suppliers and the general public.
- Ability to multitask, apply organization skills to meet deadlines, and work with minimal supervision.
- Ability to organize work in order to achieve predetermined goals and to meet deadlines.
- Ability to function as a member of a marketing and communications team.
- Ability to update skills as required.
- Ability to maintain a varied workload with frequent interruptions, and work within set time lines and deadlines.
- Skill in the operation and routine maintenance of computer, media production and photography materials and equipment.
- Skill in design and page layout.

REQUIRED TRAINING AND EXPERIENCE

- Completion of a two-year program in publishing, public relations, marketing or media resources comparable to the Diploma in Marketing Management (Marketing Communications Option) at BCIT, the Publishing Techniques and Technologies Diploma at Langara University, or the Diploma in Business Administration (Marketing Option) at Capilano University, supplemented by or including courses in page layout.
- Two years of related experience in a similar role in a similar organization, such as a post-secondary institution, recreation commission, community-based organization, with similar promotional and service products.

REQUIRED CERTIFICATES, LICENCES AND REGISTRATIONS

- None