

M&P OCCUPATIONAL GUIDELINE

JOB FAMILY: INFORMATION SERVICES Level E, Pay Grade 14

LEVEL DEFINITION	This level covers positions responsible for providing strategic leadership for the university's major communication campaigns and developing the university's communications policies.
TYPICAL RESPONSIBILITIES	May include: providing strategic leadership for the university's major communication campaigns; identifying critical issues and public relations opportunities; participating with senior university administrators in the strategic development of communication policy; overseeing the management of consultants and external services; and managing large budgets.
DECISION MAKING /LEVEL OF ACCOUNTABILITY	Makes decisions regarding major communication campaigns, public relations opportunities and the highest level of communications policy development.
SUPERVISION RECEIVED	Works within mandates and according to executive direction received from the most senior level of the university's administration. Work is reviewed in terms of realization of the university's mandates and achievement of long-term strategic goals.
SUPERVISION EXERCISED	Manages staff, consultants and external service providers directly and indirectly through subordinate managers.
MINIMUM QUALIFICATIONS	Undergraduate degree in a relevant discipline. Minimum nine years of related experience, or the equivalent combination of education and experience.