

JOB DESCRIPTION

Benchmark Job #017

Ministry: Energy, Mines, and Petroleum Resources
Branch: Geological Survey Branch
Location: Victoria

Working Title: **Editorial Assistant**
Level: Range 11
NOC Code: 1423

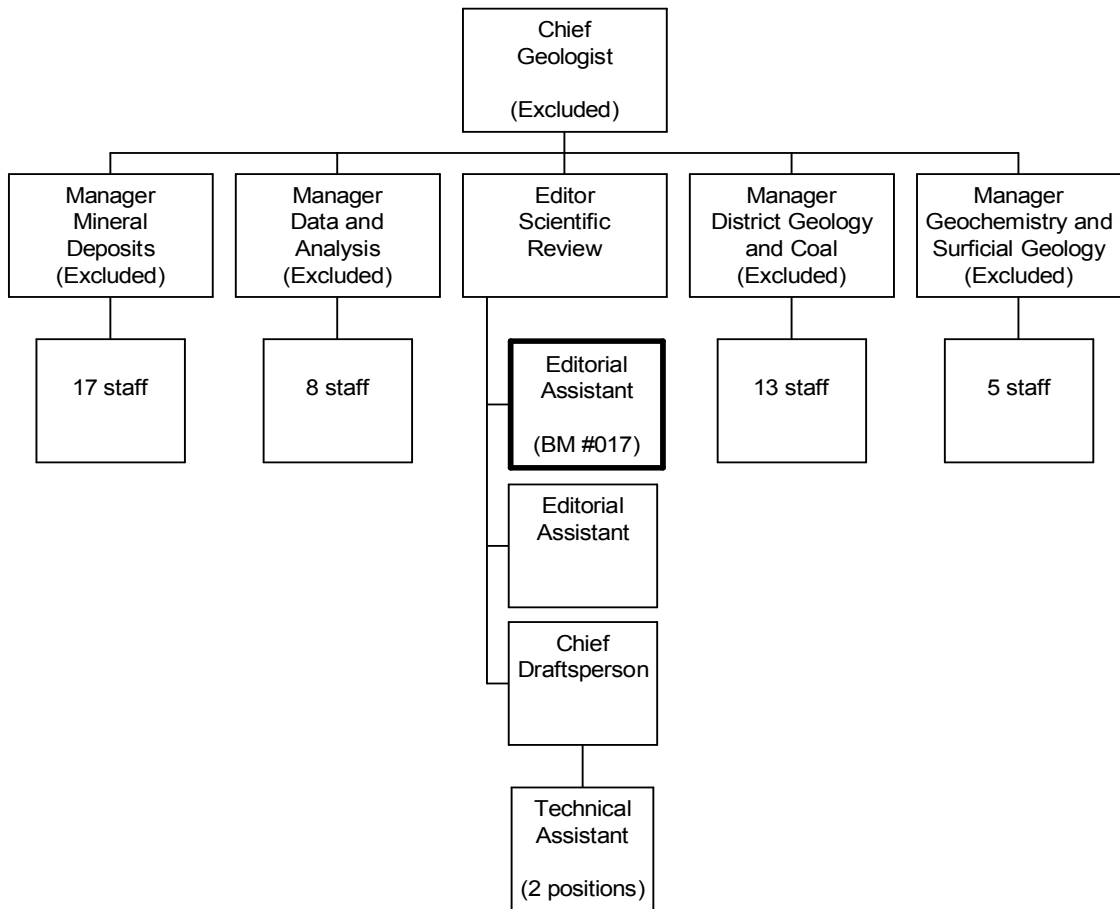
PRIMARY FUNCTION

To edit and prepare for publication, geological survey materials submitted by internal and external geological scientific staff, researchers and authors.

JOB DUTIES AND TASKS

1. Performs manuscript preparation functions
 - a. edits copy for style and grammar and makes revisions to manuscripts
 - b. ensures geological terminology is being properly defined and utilized
 - c. exchanges information with authors, editors and printers to ensure an accurate layout and reproduction of technical material
 - d. explains methods of preparing text for publication to provide best product to authors
2. Compiles material for technical publications
 - a. checks columns and figures in scientific tables to ensure data is consistent with original documents
 - b. compiles data for the Information Circular series of publications
 - c. edits and organizes technical documents prepared by others for publication
3. Performs publishing functions
 - a. uses computer programs and layout techniques for preparation of camera-ready copy for printing
 - b. prepares computer files for typesetting equipment
 - c. prepares artwork and photographs for publication using transfer processes such as photomechanical
4. Performs administrative support services
 - a. sets up and maintains a filing system on publication projects, printing costs, and sales records
 - b. tracks and monitors costs for printing publications
 - c. maintains and updates publication sales records and generates monthly summary reports

ORGANIZATION CHART
Benchmark Job #017



REASON FOR CLASSIFICATION

Benchmark Job #017

Job Title: Editorial Assistant

FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
1	<p>JOB KNOWLEDGE Understand and apply the accepted methods of graphic production to edit geological survey manuscripts submitted for scientific publication and determine technical publication requirements to allow for use of camera ready copy and typesetting equipment.</p>	E	145
2	<p>MENTAL DEMANDS Judgement to collect, edit, and organize technical materials for publication.</p>	D	100
3	<p>INTERPERSONAL COMMUNICATION SKILLS Discretion required to exchange information, needing an explanation to authors of technical problems associated with presentation of their scientific data for publication.</p>	C	30
4	<p>PHYSICAL COORDINATION AND DEXTERITY Moderate coordination and dexterity required to use a hand operated computer mouse to prepare layout designs and camera ready copy for printing, with some speed to meet project deadlines.</p>	C	15
5	<p>RESPONSIBILITY FOR WORK ASSIGNMENTS Guided by general procedures or instructions, select alternative course of action to edit and produce geological scientific materials, and recommend appropriate design to authors.</p>	D	75
6	<p>RESPONSIBILITY FOR FINANCIAL RESOURCES Limited financial responsibility to track and monitor costs for printing publications.</p>	B	10
7	<p>RESPONSIBILITY FOR PHYSICAL ASSETS/INFORMATION Moderate responsibility to set up and maintain a filing system on publication projects, printing costs and sales records.</p>	C	15

REASON FOR CLASSIFICATION

Benchmark Job #017

Job Title: Editorial Assistant

FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
8	RESPONSIBILITY FOR HUMAN RESOURCES Limited responsibility for human resources to explain methods of preparing text for publication to provide the best product to authors.	A	5
9	RESPONSIBILITY FOR WELL BEING/SAFETY OF OTHERS Responsibility for own well-being and safety in a low risk environment.	A	5
10	SENSORY EFFORT/MULTIPLE DEMANDS Focused attention to detail to frequently edit scientific materials for publication.	C	12
11	PHYSICAL EFFORT Moderate physical effort to frequently visually focus attention to view computer screen and to edit materials.	C	12
12	SURROUNDINGS Exposure to occasional unpleasant dealings with authors upset over proposed edits.	A	2
13	HAZARDS Limited exposure to hazards from frequent keyboarding while using computer publishing programs.	B	4

Total Points: 430

Level: Range 11

JOB DESCRIPTION

Benchmark Job #211

Ministry: Environment, Lands and Parks
Branch: Environmental Protection
Location: Victoria

Working Title: **Correspondence Coordinator**
Level: Range 11
NOC Code: 1452

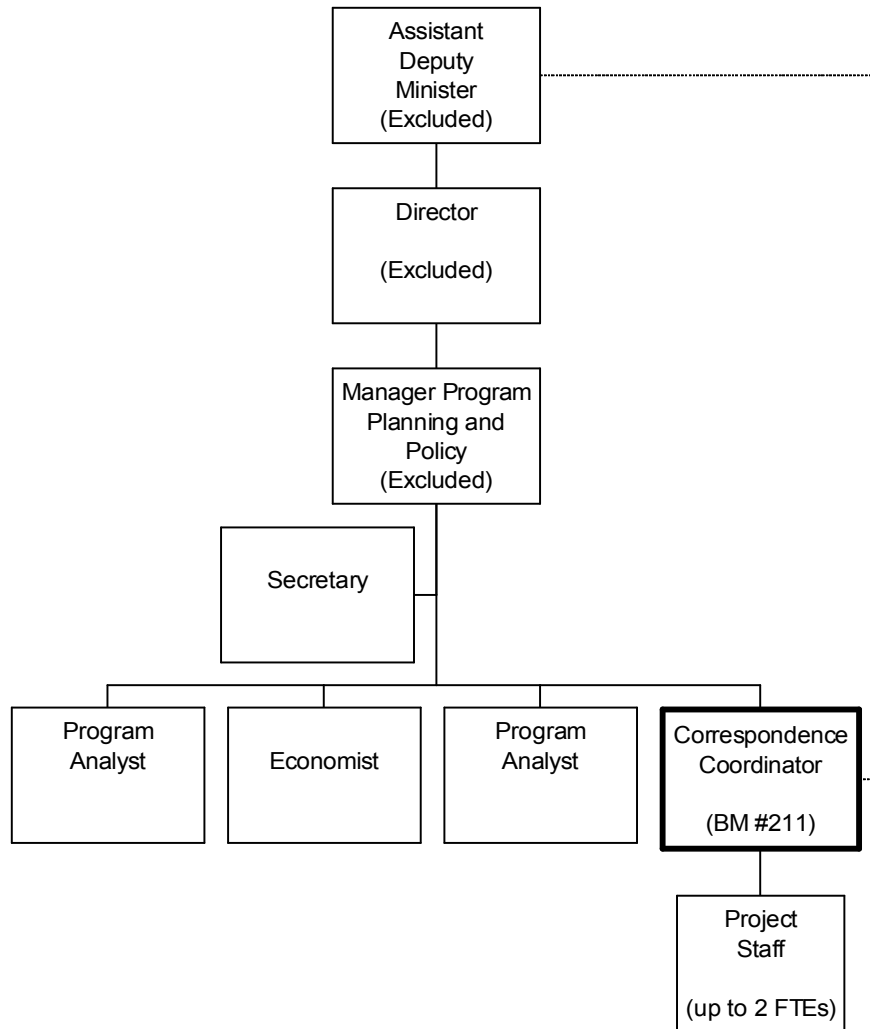
PRIMARY FUNCTION

To coordinate responses for an Assistant Deputy Minister (ADM) program area and provide information on program projects and related issues.

JOB DUTIES AND TASKS

1. Coordinates responses to letters on branch program issues
 - a. examines all letters routed to the branch to determine information needs
 - b. collects information on issues and drafts responses on own initiative for Minister, Deputy Minister or ADM to sign or determines who should draft response if issue is too technical or contentious
 - c. examines, edits, and approves responses to letters by ensuring content is clear and concise
 - d. proof-reads material prior to final draft and distribution to ensure that technical responses, provided by program staff, address the issue identified in the incoming correspondence, use the correct tone and are in the proper format according to Ministry standards
 - e. coordinates the completion of correspondence, ensures correspondence is released in a timely manner and tracks correspondence using tracking systems, such as CLIFF
 - f. requests revisions to letters submitted for approval
 - g. maintains, updates, catalogues, and stores letters and responses to ministry and branch executive staff using ARCS and ORCS filing systems
2. Provides information on projects and related issues
 - a. gathers program information on related issues to provide information on the status of correspondence relating to program projects
 - b. identifies issues that may affect workload and requests appropriate responses from program staff
3. Performs other related duties
 - a. assigns, monitors and examines the work of project staff to respond to large volumes of incoming correspondence (up to 2 FTEs)
 - b. maintains statistics on correspondence by type and issue
 - c. operates word processor to produce correspondence and reports

ORGANIZATION CHART
Benchmark Job #211



REASON FOR CLASSIFICATION

Benchmark Job #211

Job Title: Correspondence Coordinator

FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
1	<p>JOB KNOWLEDGE Understand and apply the accepted methods of the ministry correspondence program to gather information and draft responses to correspondence for an Assistant Deputy Minister program area, coordinate and track correspondence receipt and coordinate the completion of responses by program staff.</p>	E	145
2	<p>MENTAL DEMANDS Judgement to assess replies to correspondence and choose an approach using a combination of accepted correspondence methods and terminology to coordinate and track responses, draft or refer to appropriate staff and edit responses for Minister's, Deputy Minister's or Assistant Deputy Minister's signature, ensuring correspondence is timely, clear and concise.</p>	D	100
3	<p>INTERPERSONAL COMMUNICATION SKILLS Discretion required to exchange information needing an explanation of letter content to clarify issues with staff.</p>	C	30
4	<p>PHYSICAL COORDINATION AND DEXTERITY Moderate coordination and dexterity required to use a word processor to produce correspondence and reports with some requirement for speed to meet deadlines.</p>	C	15
5	<p>RESPONSIBILITY FOR WORK ASSIGNMENTS Guided by general procedures or instructions, selects alternative courses of action to coordinate responses to letters received on program issues, draft and edit responses, ensure correspondence is clear and concise, and meets Ministry standards and maintain statistics and tracking system.</p>	D	75
6	<p>RESPONSIBILITY FOR FINANCIAL RESOURCES No financial responsibility.</p>	A	5
7	<p>RESPONSIBILITY FOR PHYSICAL ASSETS/INFORMATION Moderate responsibility to update, edit, catalogue and store letters to, and responses from, the Minister and executive staff in an ARCS and ORCS filing system.</p>	C	15

REASON FOR CLASSIFICATION

Benchmark Job #211

Job Title: Correspondence Coordinator

FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
8	RESPONSIBILITY FOR HUMAN RESOURCES Responsibility to assign, monitor and review work of project staff (up to 2 FTEs).	CD	14
9	RESPONSIBILITY FOR WELL BEING/SAFETY OF OTHERS Responsibility for own safe work practice in a low risk environment.	A	5
10	SENSORY EFFORT/MULTIPLE DEMANDS Focused attention to detail to frequently proofread material before final draft.	C	12
11	PHYSICAL EFFORT Moderate physical effort to frequently visually focus while drafting and editing letters.	C	12
12	SURROUNDINGS Exposure to office setting with minimal disagreeable elements.	A	2
13	HAZARDS Limited exposure to hazards from frequent keyboarding.	B	4

Total Points: 434

Level: Range 11

JOB DESCRIPTION

Benchmark Job #268

Ministry: Women's Equality
Branch: Communications
Location: Victoria

Working Title: **Coordinator, Ministerial Correspondence**
Level: Range 14
NOC Code: 1213

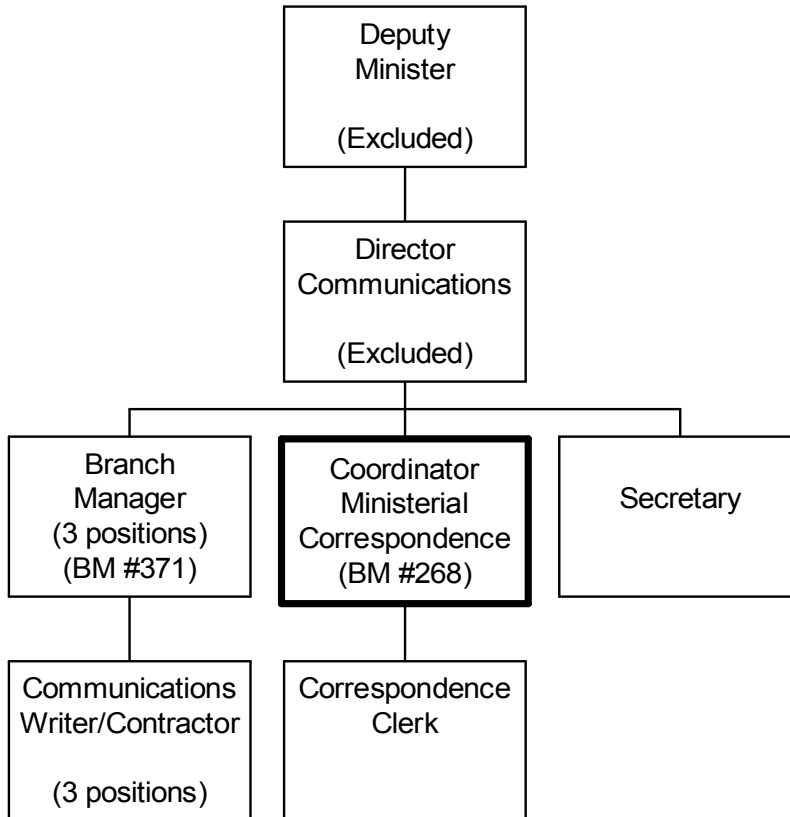
PRIMARY FUNCTION:

To implement and monitor procedures and standards to coordinate a ministerial correspondence program (5,000 letters per year).

JOB DUTIES AND TASKS:

1. Implements, monitors, and revises ministry procedures and standards for ministerial correspondence
 - a. assesses operational and administrative correspondence requirements in consultation with the Minister's office, other government agencies, executive, managers, and senior administrative staff
 - b. establishes and revises a comprehensive framework (i.e. Style Guide) for the handling of ministerial correspondence, including standards for content, presentation, timeliness, efficiency, and movement
 - c. ensures compliance with statutory requirements, and management goals through participation on the Inter-Ministry Correspondence Committee
 - d. maintains and updates the ministry correspondence procedures manual, and ensures the timely distribution of new government directives, Minister's requirements and related information
 - e. sets up and maintains a tracking system, electronic file transfer capabilities, document management conventions, standard word-processing products, and guidelines for security
2. Directs and coordinates the processing of ministerial correspondence for a number of program areas
 - a. examines all ministerial correspondence to determine the issues/concerns of the inquiry
 - b. assesses which division or branch the correspondence should be referred to for initial drafts
 - c. refers correspondence to other ministries when appropriate and/or solicits information from other ministries to prepare responses, solicits information from the ministry to prepare reply
 - d. works in conjunction with staff in other ministries in preparing joint responses
 - e. provides advice, guidance, and assistance to staff in formulating replies, including appropriate wording, grammar, correct tone, content, style and clarity of response
 - f. follows up on overdue letters and expedites their completion
 - g. reviews and edits draft correspondence and ensures consistent application of ministry standards
 - h. collects information on issues and drafts responses to letters, ensuring content is clear and concise
 - i. reviews editorial changes with the program area to ensure changes are appropriate
 - j. ensures a final response is produced and processed in accordance with procedures and timelines.
3. Facilitates the development of correspondence management capabilities throughout the ministry
 - a. ensures the ministry staff have the information and training to co-ordinate correspondence
 - b. supervises, motivates, appraises and trains staff of the Correspondence Section (1 FTE)
 - c. takes disciplinary action, as required
4. Performs other related duties
 - a. authorizes purchase of stationery and supplies up to \$300 per transaction
 - b. develops and maintains a ministry correspondence manual, guides and templates

ORGANIZATION CHART
Benchmark Job #268



REASON FOR CLASSIFICATION

Benchmark Job #268

Job Title: Coordinator Ministerial Correspondence

FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
1	<p>JOB KNOWLEDGE Have a practical understanding of communications and apply that knowledge to organize, administer, and maintain the ministry's correspondence services and tracking systems and implement ministry correspondence procedures, standards and practices.</p>	F	190
2	<p>MENTAL DEMANDS Judgement to apply structured study, analysis, and interpretation of correspondence requirements and choose an approach using a combination of accepted correspondence procedures to supervise, coordinate, and organize the provision of ministry correspondence services and tracking systems.</p>	E	150
3	<p>INTERPERSONAL COMMUNICATIONS SKILL Persuasion required to use basic counselling skills to discuss and explain employee performance problems with worker and provide advice for improvement.</p>	D	45
4	<p>PHYSICAL COORDINATION AND DEXTERITY Moderate coordination and dexterity required to use keyboard to develop responses with some requirement for speed to meet deadlines.</p>	C	15
5	<p>RESPONSIBILITY FOR WORK ASSIGNMENTS Guided by general ministry and government correspondence procedures, selects alternate courses of action to organize and administer the ministry's correspondence program, coordinate, edit and draft ministry responses and ensure ministry standards are maintained.</p>	D	75
6	<p>RESPONSIBILITY FOR FINANCIAL RESOURCES Moderate financial responsibility to authorize purchase of stationery and supplies up to \$300 per transaction.</p>	D	22.5
7	<p>RESPONSIBILITY FOR PHYSICAL ASSETS/INFORMATION Significant responsibility to set up and maintain a multi-user correspondence management system to provide for the collection, coding, storage, security, retention, and disposal of ministry correspondence for the Minister, Deputy Minister and all program areas.</p>	D	22.5

REASON FOR CLASSIFICATION

Benchmark Job #268

Job Title: Coordinator Ministerial Correspondence

FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
8	RESPONSIBILITY FOR HUMAN RESOURCES Responsibility to supervise an Office Assistant, appraise employee performance and take disciplinary action (1 FTE).	DD	19
9	RESPONSIBILITY FOR WELL BEING/SAFETY OF OTHERS Responsible for safe work practices of staff in a low risk environment.	A	5
10	SENSORY EFFORT/MULTIPLE DEMANDS Focused attention to detail to frequently read responses to correspondence to check on completeness, accuracy and tone.	C	12
11	PHYSICAL EFFORT Moderate physical effort to frequently keyboard with speed and accuracy to prepare responses.	C	12
12	SURROUNDINGS Exposure to regular unpleasant dealings with clients demanding early responses to correspondence.	B	4
13	HAZARDS Limited exposure to hazards from frequent keyboarding.	B	4

Total Points: 576

Level: Range 14

JOB DESCRIPTION

Benchmark Job #267

Ministry: Health
Branch: Communications
Location: Victoria

Working Title:
Level:
NOC Code:

Event Coordinator
Range 18
1226

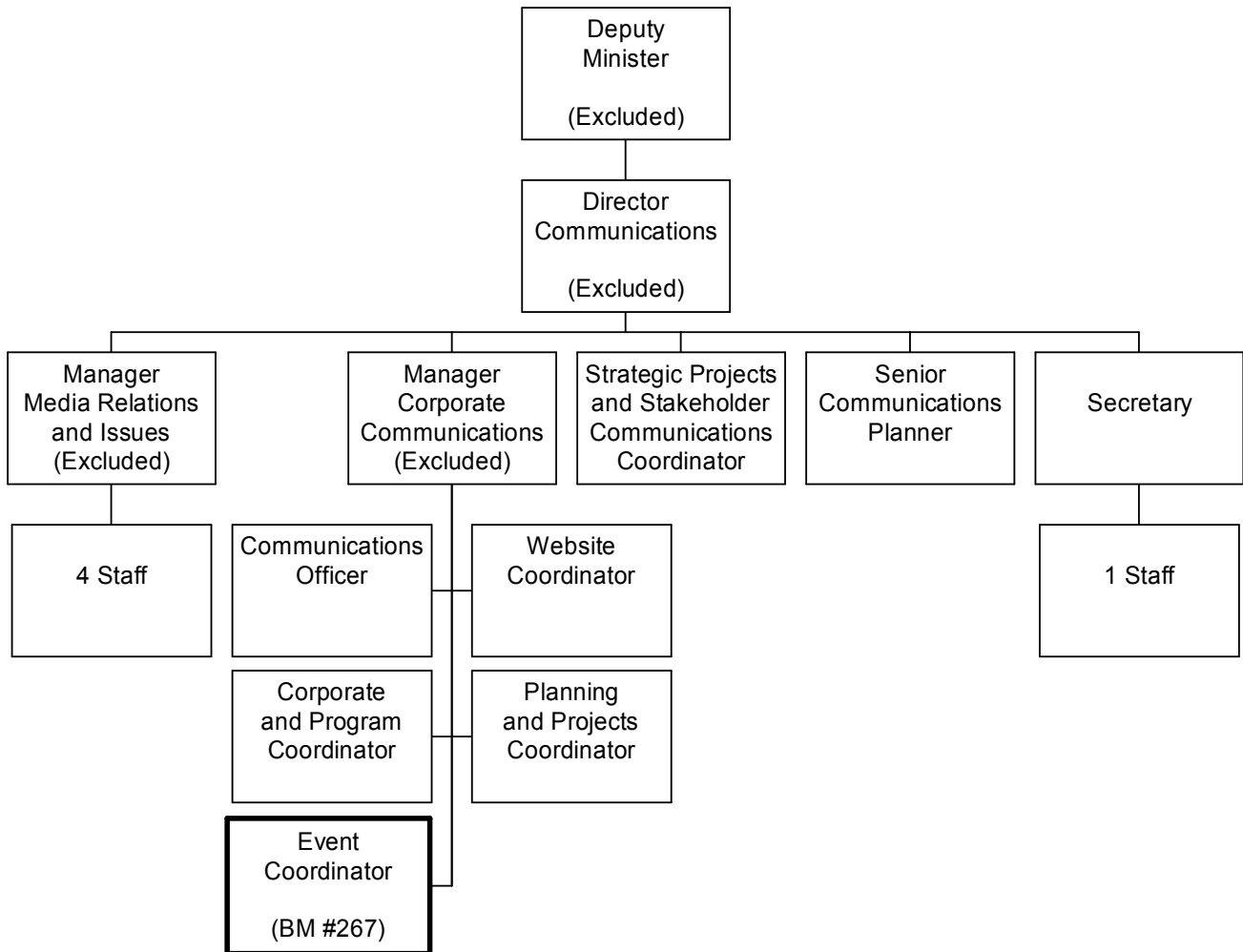
PRIMARY FUNCTION:

To organize and coordinate high profile events, projects and promotional opportunities for the Minister and Ministry.

JOB DUTIES AND TASKS

1. Coordinates a wide variety of high profile public events, projects and promotions
 - a. liaises with the Minister's and Premier's Office to provide agenda recommendations, event requirements and briefing and speaking notes
 - b. identifies, plans, and supports events for the Minister and, as required, for the Premier's Office
 - c. briefs the Minister personally on the parameters, logistics and protocol requirements of each event
 - d. prepares news releases, speeches, newsletters, bulletins and other written communications to inform the media, interested agencies and the public of ministry events, promotions, and projects
 - e. coordinates the approval process of events-related media materials
2. Coordinates the logistics for each event and project
 - a. arranges and organizes travel, accommodation, meals and other related requirements for the Minister and other VIP's
 - b. represents the ministry at events, including greeting the media
 - c. provides responses to requests for information from the media and public
 - d. liaises with event hosts, sponsors and media to determine agenda and timing, audience profile, invited guests, required equipment and supplies, etc.
 - e. ensures acquisition and distribution of materials required at events
 - f. explains event requirements to contract service providers
 - g. travels to event sites
 - h. purchases goods and services required for events advertising, publications and promotional projects such as plaques or food and beverages
3. Supports special events, project planning and public awareness
 - a. provides advice to other ministry staff regarding related activities
 - b. develops and recommends promotional and event content to the Director
 - c. coordinates resources and overall events planning to eliminate conflicts
 - d. plans logistics for events which ensure public and staff awareness, support, and participation
 - e. maintains statistics such as media attendance at events

ORGANIZATION CHART
Benchmark Job #267



ORGANIZATION CHART

Benchmark Job #267

FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
1	<p>JOB KNOWLEDGE Understand the principles of communications to plan the logistics and coordinate and organize high profile events, projects and promotional opportunities.</p>	G	250
2	<p>MENTAL DEMANDS Judgement to apply structured study, analysis and interpretation to determine client needs for the Minister and/or Premier's Office and choose an approach using a combination of accepted promotional and event organizational techniques to coordinate a wide variety of high profile events, projects and promotional opportunities.</p>	E	150
3	<p>INTERPERSONAL COMMUNICATIONS SKILLS Discretion required to exchange information regarding event requirements, schedules, and messages with Minister's Office and event hosts, sponsors and media.</p>	C	30
4	<p>PHYSICAL COORDINATION AND DEXTERITY Moderate coordination and dexterity required to input information into computer to produce news releases, speeches, newsletters, bulletins and other written communications with some requirement for speed to meet the Minister's and media deadlines.</p>	C	15
5	<p>RESPONSIBILITY FOR WORK ASSIGNMENTS Guided by policies and standards on events coordination, applies accepted work methods in different ways to organize a wide variety of high profile public events, projects and promotional opportunities, determine and make arrangements to ensure satisfactory event outcomes and commit the ministry to event site, resources, materials and costs.</p>	E	120
6	<p>RESPONSIBILITY FOR FINANCIAL RESOURCES Moderate financial responsibility to provide cost data for input to purchasing decisions requiring knowledge of events coordination.</p>	D	22.5
7	<p>RESPONSIBILITY FOR PHYSICAL ASSETS/INFORMATION Moderate responsibility to drive to event sites to coordinate event logistics.</p>	C	15

ORGANIZATION CHART

Benchmark Job #267

FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
8	<p>RESPONSIBILITY FOR HUMAN RESOURCES Responsibility to provide formal instruction to other staff on event, projects and promotional opportunities for the Minister and ministry.</p>	B	9
9	<p>RESPONSIBILITY FOR WELL BEING/SAFETY OF OTHERS Limited care and attention to drive vehicle as the driver of convenience to event sites to coordinate event logistics and meet with event organizers and suppliers.</p>	B	10
10	<p>SENSORY EFFORT/MULTIPLE DEMANDS Focused requirement to frequently balance event schedules, ensure proper production of materials and coordinate resource requirements.</p>	C	12
11	<p>PHYSICAL EFFORT Moderate physical effort to frequently visually focus attention to view pamphlets, agendas, brochures, itineraries, speeches, etc.</p>	C	12
12	<p>SURROUNDINGS Exposure to frequent overnight travel to inspect event sites and arrangements and liaise with hosts, sponsors and media.</p>	C	6
13	<p>HAZARDS Limited exposure to hazards from regular driving to attend event sites to coordinate event logistics and meet with event organizers and suppliers.</p>	B	4

Total Points: 655.5

Level: Range 18

JOB DESCRIPTION

Benchmark Job #011

Ministry: Agriculture, Fisheries and Food
Branch: Communications
Location: Victoria

Working Title: **Communications Coordinator**
Level: Range 21
NOC Code: 5124

PRIMARY FUNCTION

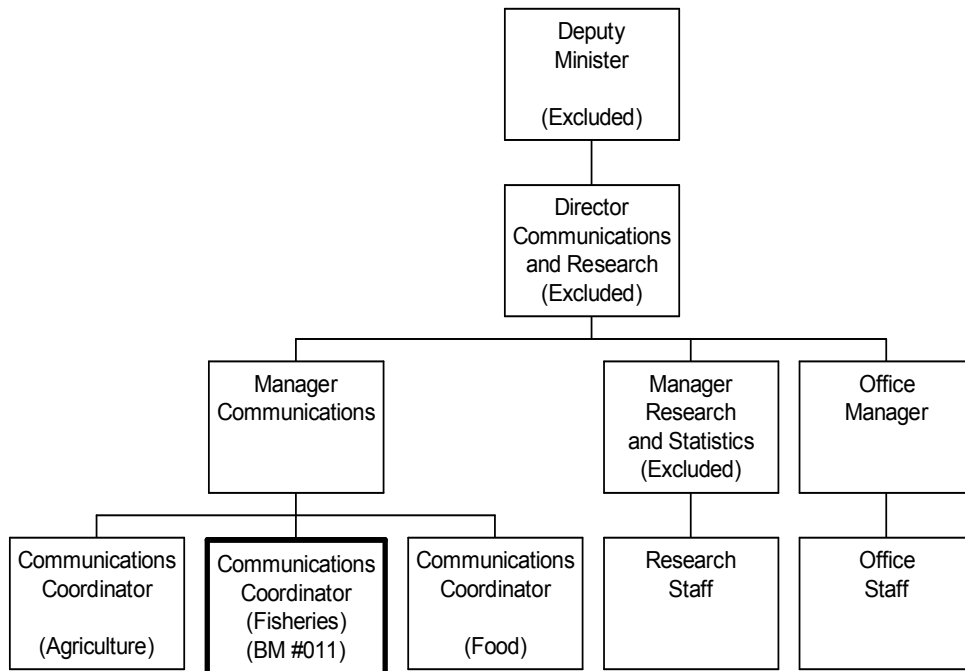
To coordinate, gather information, design, develop, deliver, and assess communications programming for multiple program areas.

JOB DUTIES AND TASKS

1. Plans and implements media relations services
 - a. plans, develops, and assesses communication strategies
 - b. prepares news features, news releases, brochures and other publications
 - c. organizes news conferences to provide information on programs and issues
 - d. scans current news sources and maintains computerized Infoback system to keep senior management and Minister's office informed on issues as they develop
 - e. responds to media inquiries on sensitive or "hot" issues, as a Ministry spokesperson
 - f. refers difficult issues and media inquiries to Manager, Communications for advice on appropriateness of response strategies
2. Coordinates and performs issues management services
 - a. delivers and prepares issue updates, briefings and presentations for general public and special audiences such as elected officials, dignitaries, agricultural producers, fishermen, food processors, Ministry management and staff
 - b. analyses results of social market research and integrates into communications programs
 - c. identifies potential problems and conflicts to ensure Ministry interests are protected
 - d. develops and implements strategies to minimize negative impact of sensitive issues
3. Coordinates and prepares information materials
 - a. compiles information and writes presentations, briefing notes and speeches
 - b. provides information to Minister to respond to potential questions or issues raised in the legislature, news conferences, public events, Cabinet meetings, etc.
 - c. briefs the Minister, management and staff prior to media interviews
4. Completes performance planning and review process and performs other related duties
 - a. assesses the effectiveness of communications programs and whether objectives were met
 - b. develops communications strategies, objectives, methods and procedures
 - c. selects and recommends contractors to be used and explains contract standards and requirements
 - d. signs for documents received

ORGANIZATION CHART

Benchmark Job #011



REASON FOR CLASSIFICATION

Benchmark Job #011

Job Title: Communications Coordinator

FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
1	<p>JOB KNOWLEDGE Understand the theory of communications to coordinate and plan communication strategies, anticipate media responses and review effectiveness of communications programs for multiple program areas (i.e. fisheries, food or agriculture).</p>	H	280
2	<p>MENTAL DEMANDS Judgement to modify communication techniques to work with changing issues and program requirements to coordinate, plan, gather information, and prepare responses to issues, coordinate, plan and conduct news conferences, determine crucial issues, and anticipate and deal with media responses.</p>	G	200
3	<p>INTERPERSONAL COMMUNICATION SKILLS Persuasion required to use basic negotiation skills in presenting controversial ministry policy and positions to the media.</p>	D	45
4	<p>PHYSICAL COORDINATION AND DEXTERITY Some coordination and dexterity required to operate audio/visual equipment during presentations and to update communication information on computer with a minimal requirement for speed.</p>	B	10
5	<p>RESPONSIBILITY FOR WORK ASSIGNMENTS Guided by general ministry communications policies, guidelines and standards, applies accepted work methods in a different way to provide communication services for agencies, boards and programs, gather information and write responses to issues, organize media events and handle media enquiries as spokesperson, refers difficult issues and media inquiries to Manager, Communications for advice on appropriateness of response strategies.</p>	E	120
6	<p>RESPONSIBILITY FOR FINANCIAL RESOURCES Financial responsibility to sign for documents received.</p>	A	5
7	<p>RESPONSIBILITY FOR PHYSICAL ASSETS/INFORMATION Significant responsibility to control information dissemination to the media and public through media events, press releases and issues management.</p>	D	22.5

REASON FOR CLASSIFICATION

Benchmark Job #011

Job Title: Communications Coordinator

FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
8	RESPONSIBILITY FOR HUMAN RESOURCES Responsibility to explain contract standards and requirements to contractors on work site.	B	9
9	RESPONSIBILITY FOR WELL BEING/SAFETY OF OTHERS Responsibility for own well-being and safety in a low risk environment.	A	5
10	SENSORY EFFORT/MULTIPLE DEMANDS Focused requirement to frequently visually focus on written responses to hot issues.	C	12
11	PHYSICAL EFFORT Moderate physical effort to frequently visually focus on written materials (e.g. news releases, briefing notes, speeches).	C	12
12	SURROUNDINGS Exposure to occasional unpleasant dealing with upset people.	A	2
13	HAZARDS Minimal exposure to ordinary hazards while working in an office.	A	2

Total Points: 724.5

Level: Range 21

JOB DESCRIPTION

Benchmark Job #371

Ministry: Women's Equality
Branch: Communications
Location: Victoria

Working Title:
Level:
NOC Code:

Manager, Communications
Range 21
5124

PRIMARY FUNCTION:

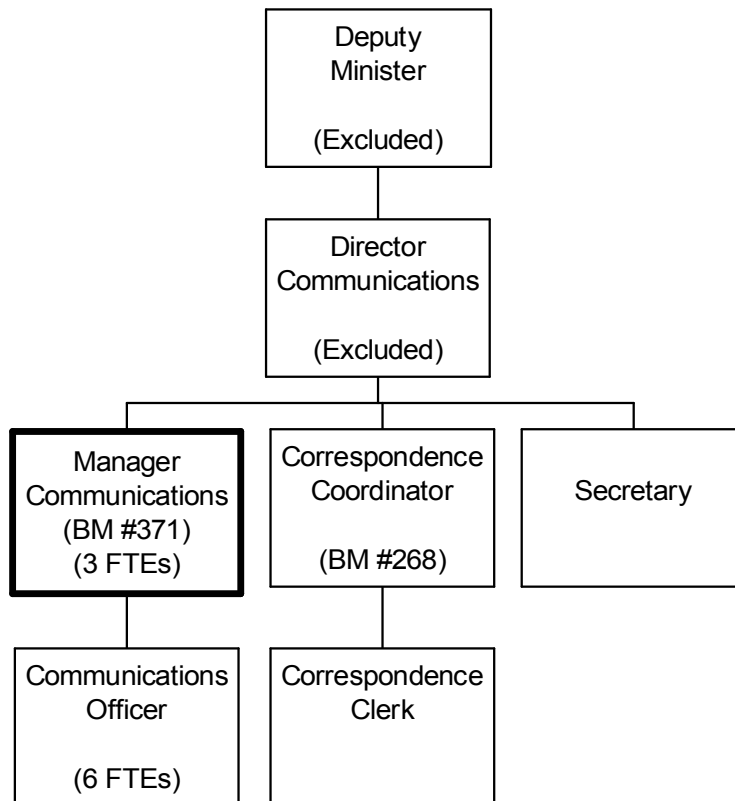
To coordinate, design, develop, deliver and assess all aspects of communications programming and media relations for an Assistant Deputy Minister program area.

JOB DUTIES AND TASKS:

1. Plans, coordinates, and implements media relations services
 - a. reviews and identifies emerging and hot issues (e.g. controversial)
 - b. prepares responses to media issues and recommends strategies/responses to deal with media and public concerns and inquiries
 - c. prepares news features, news releases, brochures, and other publications
2. Coordinates, develops, and implements issues management strategies and services
 - a. compiles information and prepares issues updates, briefings, special events, and presentations for the general public and ministry staff
 - b. analyzes results of information gathering and integrates into communications programs and responses
 - c. identifies potential issues, problems, and conflicts and recommends course of action to resolve
 - d. develops strategies to minimize negative impact of sensitive issues
3. Coordinates the preparation of a wide variety of communications materials
 - a. compiles information and writes presentations, briefing notes and speeches for the Minister
 - b. provides information to the Minister to respond to potential questions or issues raised in the Legislature, news conferences, public events, Cabinet meetings, etc.
 - c. prepares news features, news releases, brochures, and other publications
4. Completes program performance planning and review process
 - a. evaluates the effectiveness of communications programs and whether objectives were met
 - b. develops communications strategies, objectives, methods and procedures to meet objectives
5. Guides special projects and resources
 - a. supervises professional staff (2 FTEs), including hiring and training
 - b. plans, assigns and reviews work of staff
 - c. sets work priorities and standards for section
 - d. appraises work performance and takes disciplinary action, if required
 - e. recommends to the Director which services should be contracted or completed in-house
 - f. provide formal instruction to contracted workers
 - g. contributes to branch goal setting as a member of the communications team

ORGANIZATION CHART

Benchmark Job #371



ORGANIZATION CHART

Benchmark Job #371

FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
1	<p>JOB KNOWLEDGE Understand the theory of communications to plan and coordinate communications strategies, anticipate media responses and review effectiveness of communications programs for an Assistant Deputy Minister program area.</p>	H	280
2	<p>MENTAL DEMANDS Judgement to modify communication techniques to work with changing issues and program requirements to coordinate, plan, compile information, and prepare responses, plan news conferences, determine crucial issues, and anticipate and deal with media responses.</p>	G	200
3	<p>INTERPERSONAL COMMUNICATION SKILLS Persuasion required to use basic negotiation skills in presenting controversial ministry policy and positions to the media.</p>	D	45
4	<p>PHYSICAL COORDINATION AND DEXTERITY Some coordination and dexterity required to operate audio/visual equipment during presentations and to update communication information on computer with a minimal requirement for speed.</p>	B	10
5	<p>RESPONSIBILITY FOR WORK ASSIGNMENTS Guided by general government and ministry communications policies, guidelines and standards, independently plan and evaluate communications services for an Assistant Deputy Minister program area and provide advice and recommendations to the Director, Assistant Deputy Minister, Deputy Minister and Minister on communications strategies, including media relations.</p>	F	160
6	<p>RESPONSIBILITY FOR FINANCIAL RESOURCES Financial responsibility to sign for documents received.</p>	A	5
7	<p>RESPONSIBILITY FOR PHYSICAL ASSETS/INFORMATION Significant responsibility to control dissemination of information to the media and public through media events, press releases and issues management.</p>	D	22.5

ORGANIZATION CHART

Benchmark Job #371

FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
8	RESPONSIBILITY FOR HUMAN RESOURCES Responsibility to supervise Communication Officers, appraise employee performance and take disciplinary action (2 FTEs).	DE	20
9	RESPONSIBILITY FOR WELL BEING/SAFETY OF OTHERS Responsibility for own well-being and safety in a low risk environment.	A	5
10	SENSORY EFFORT/MULTIPLE DEMANDS Focused requirement to frequently visually focus on written materials, such as news releases, briefing notes and speeches.	C	12
11	PHYSICAL EFFORT Moderate physical effort to frequently visually focus on written materials, such as news releases, briefing notes and speeches.	C	12
12	SURROUNDINGS Exposure to occasional unpleasant dealing with upset people.	A	2
13	HAZARDS Minimal exposure to ordinary hazards while working in an office.	A	2

Total Points: 775.5

Level: Range 21

Ministry: Forests
Branch: Management Section
Location: Prince George Region

Working Title: **Regional Communications Coordinator**
Level: Range 21
NOC Code: 5124

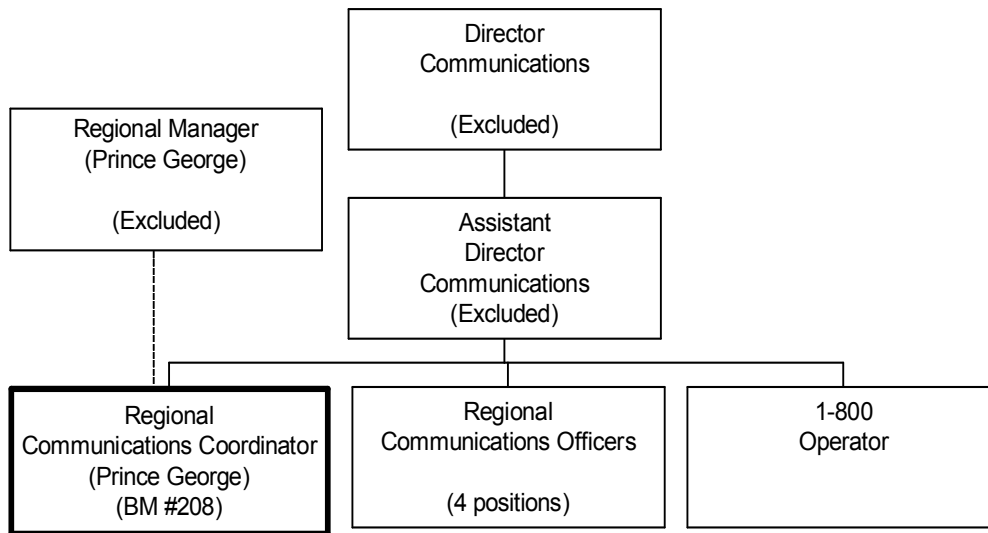
PRIMARY FUNCTION

To plan, organize, coordinate and administer internal and external communications projects and services for regional and district management.

JOB DUTIES AND TASKS

1. Coordinates and administers all of the internal/external communications projects and services for a Forest region
 - a. identifies communications needs and assists managers in developing priorities and a regional plan of action
 - b. ensures all plans and initiatives are consistent with Ministry and BC Communications policies, standards and directives
 - c. coordinates, develops and implements annual operational communications plans for the region and districts
 - d. develops, produces, procures and maintains communications materials
 - e. designs and develops communications projects and services to meet the needs of clients
 - f. develops information and education projects from identified communications needs and issues
 - g. leads, organizes and/or conducts training in public, media and community relations
 - h. coordinates and provides information for the development of the annual budget for regional Issues Management and Information Services
 - i. coordinates the production of an internal newsletter and other information services, and serves as a central contact point for the Forest Service Newsletter
2. Coordinates a wide variety of regional and district media relations services
 - a. serves as the primary media contact and spokesperson for regional issues and general information
 - b. provides advice and guidance to the regional manager and regional/district management on public, media and community communications, methods and processes
 - c. develops and sustains effective contacts with local and provincial news media representatives
 - d. edits, writes and prepares news items, photographs and features and arranges for their release
 - e. leads and/or prepares information materials for public meetings
 - f. controls information dissemination to media, environmental groups and the public
 - g. works with external stakeholders to develop joint communications and media responses
 - h. sets up and makes the arrangements for regional news conferences, tours and interviews for visiting dignitaries, delegations, officials, private sector executives, general public, etc.
 - i. coordinates itineraries for visiting dignitaries, delegations and others
 - j. coordinates and/or provides clipping service for regional and district management
 - k. develops and produces bulletins, posters and information packages
3. Coordinates other related communications services
 - a. develops procedures and guidelines for responding to general public enquiries
 - b. prepares written correspondence and speeches for Regional Manager and senior staff
 - c. supports corporate/ministry-wide public relations projects
 - d. provides regional representation in the development of Ministry communications programs
 - e. keeps Regional Manager and district offices up-to-date on local activities and issues
 - f. regularly drives vehicle to attend meetings to provide media training, develop communications plans, address issues or coordinate media events, which requires regular overnight travel
 - g. hires contractors using standardized contracts for communications services; explains contract standards and requirements to contractors on the work site, monitors and approves work
 - h. organizes and maintains files, photo catalogues, newspaper articles, reference materials, and audio visual supplies

ORGANIZATION CHART
Benchmark Job #208



ORGANIZATION CHART

Benchmark Job #208

FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
1	<p>JOB KNOWLEDGE Understand the theory of communications to coordinate and plan regional communication projects and services, review communication needs of the region and districts, develop joint initiatives with clients and stakeholders, research issues and organize media responses.</p>	H	280
2	<p>MENTAL DEMANDS Judgement to modify communications techniques and approaches to organize and administer regional and district communications projects and services, develop annual operational communications plans for the region, and anticipate reaction of media, industry, stakeholders and public to sensitive issues.</p>	G	200
3	<p>INTERPERSONAL COMMUNICATION SKILLS Persuasion required to use basic negotiation skills in presenting controversial Ministry forestry policy to the media and public.</p>	D	45
4	<p>PHYSICAL COORDINATION AND DEXTERITY Moderate coordination and dexterity required to drive vehicle to attend training sessions and media events.</p>	C	15
5	<p>RESPONSIBILITY FOR WORK ASSIGNMENTS Guided by general ministry communication policies that allow flexibility to plan and administer internal and external communication projects and services, develop communications plans and arrange special events.</p>	F	160
6	<p>RESPONSIBILITY FOR FINANCIAL RESOURCES Moderate financial responsibility to hire contractors using standardized contracts, and monitor and approve contract work for photographic services events coordination and writing services.</p>	D	22.5
7	<p>RESPONSIBILITY FOR PHYSICAL ASSETS/INFORMATION Significant responsibility to control information dissemination to media, environmental groups and the public.</p>	D	22.5

ORGANIZATION CHART

Benchmark Job #208

FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
8	RESPONSIBILITY FOR HUMAN RESOURCES Responsibility to explain contract standards and requirements to contractors on work site.	B	9
9	RESPONSIBILITY FOR WELL BEING/SAFETY OF OTHERS Limited care and attention to drive to meetings to conduct business, as the driver of convenience.	B	10
10	SENSORY EFFORT/MULTIPLE DEMANDS Focused requirement to frequently write and coordinate responses to hot issues.	C	12
11	PHYSICAL EFFORT Moderate physical effort to frequently read and proof newsletters, bulletins and media or public information packages.	C	12
12	SURROUNDINGS Exposure to regular overnight travel.	B	4
13	HAZARDS Limited exposure to hazards from regular driving to attend meetings throughout the region.	B	4

Total Points: 796

Level: Range 21

JOB DESCRIPTION

Benchmark Job #266

Ministry: Aboriginal Affairs
Branch: Communications
Location: Victoria

Working Title: **Manager, Issues Management and Media Relations**
Level: Range 24
NOC Code: 5124

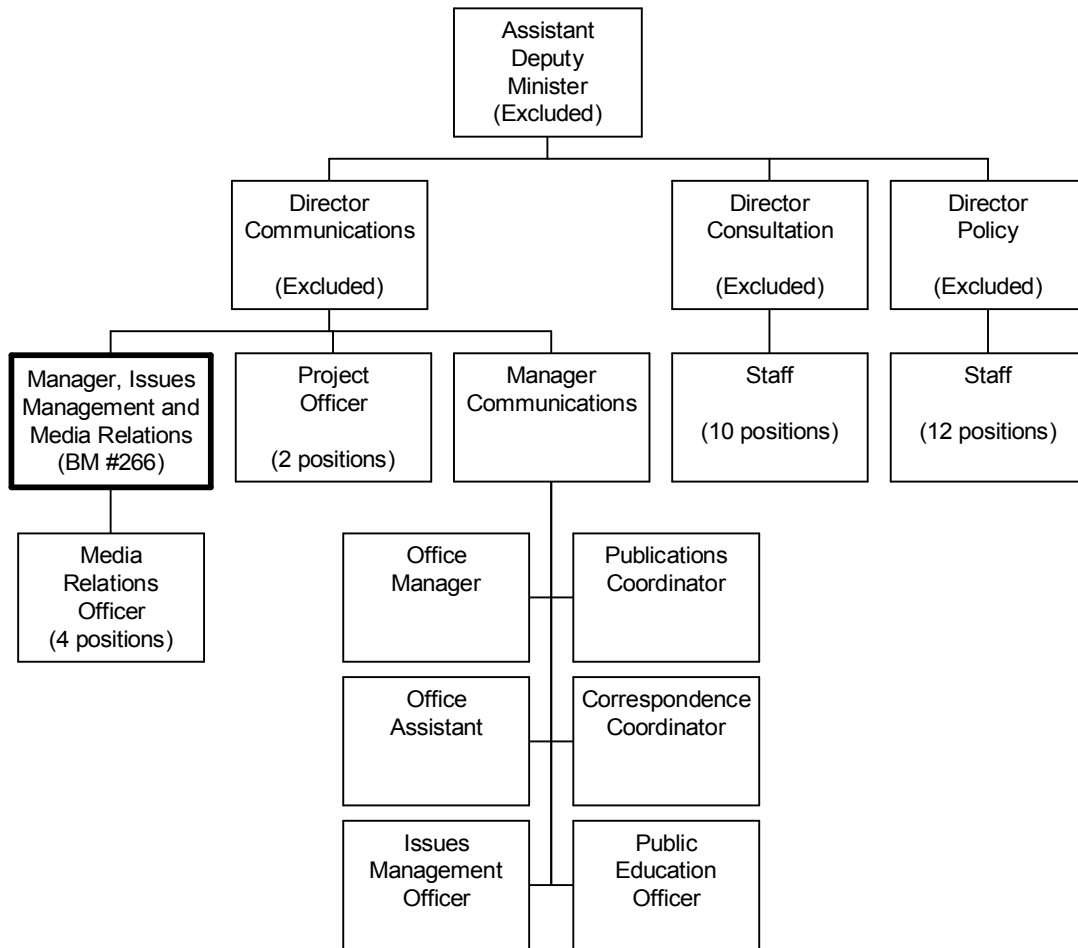
PRIMARY FUNCTION:

1. To identify, coordinate and lead responses to media issues of significance to the Minister and/or Ministry.

JOB DUTIES AND TASKS:

1. Coordinates the ministry's media and issues management system
 - a. provides advice and analyses on day-to-day media issues to senior management
 - b. functions as Ministry spokesperson as required by the Deputy Minister
 - c. coordinates information gathering for media issues and initiatives, briefing notes, and project tracking for the Minister's and Deputy Minister's offices
 - d. ensures that the Minister, executive, government, and senior staff are informed about issues
 - e. drafts appropriate responses to media issues and recommends solutions and alternatives
 - f. responds to sensitive and/or controversial media issues and topics
 - g. recommends changes to policies and procedures to improve awareness and promote understanding of the ministry's programs and services
 - h. researches and develops written and verbal responses for the Minister
 - i. monitors the Legislative Assembly's proceedings to identify issues which may affect the ministry
 - j. monitors and analyzes local, regional, provincial and national news to identify and ensure emerging issues are managed in a timely, pro-active, and coordinated manner
 - k. alerts members of the Issues Management Team to emerging media issues
2. Identifies and coordinates ministry-wide media and promotional opportunities
 - a. develops and sets up media opportunities (i.e. news conferences, photo opportunities, ministerial statements and editorial board meetings, news releases, backgrounders, letters to the editor, etc.)
 - b. responds to requests for information from MLA's, media, general public, other ministries, businesses, and outside agencies
 - c. works closely with news media to achieve positive and effective news coverage of the ministry
 - d. recommends media budget requirements and to ensure expenditures are within budget
2. Supervises professional media relations staff (4 FTEs)
 - e. supervises professional media relations staff, including hiring and training
 - f. plans, assigns and reviews work
 - g. sets work priorities and standards
 - h. appraises work performance, and takes disciplinary action, if required

ORGANIZATION CHART
Benchmark Job #266



ORGANIZATION CHART

Benchmark Job #266

FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
1	<p>JOB KNOWLEDGE Understand the theory of communication to plan issues strategies, anticipate media responses and review effectiveness of ministry's media/issues management system.</p>	H	280
2	<p>MENTAL DEMANDS Judgement to plan, organize and evaluate actions required to coordinate the ministry's media and issues management system, analyze and coordinate responses for day-to-day issues, brief the Minister and Deputy Minister and recommend solutions/alternatives.</p>	H	250
3	<p>INTERPERSONAL COMMUNICATIONS SKILLS Persuasion required using basic negotiation skills to provide the Minister's response to the media, public, First Nations, staff and others on sensitive and controversial issues.</p>	D	45
4	<p>PHYSICAL COORDINATION AND DEXTERITY Some coordination to keyboard backgrounders, news releases, letters to the editor and briefing notes with a minimal requirement for speed.</p>	B	10
5	<p>RESPONSIBILITY FOR WORK ASSIGNMENTS Guided by general ministry policies and standards, plan, evaluate and lead ministry responses to media issues and recommend a timely, pro-active and coordinated responses for the Minister and Ministry.</p>	F	160
6	<p>RESPONSIBILITY FOR FINANCIAL RESOURCES Moderate financial responsibility to recommend budget requirements and to ensure expenditures are within budget.</p>	D	22.5
7	<p>RESPONSIBILITY FOR PHYSICAL ASSETS/INFORMATION Significant responsibility to control dissemination of information to the media and the public through media events, press releases and issues management.</p>	D	22.5

ORGANIZATION CHART

Benchmark Job #266

FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
8	RESPONSIBILITY FOR HUMAN RESOURCES Responsibility to supervise Media Relations Officers, appraise employee performance and take disciplinary action (4 FTEs).	DE	20
9	RESPONSIBILITY FOR WELL BEING/SAFETY OF OTHERS Limited care and attention to calm and reassure interest groups, media and the public who may be upset about controversial issues.	B	10
10	SENSORY EFFORT/MULTIPLE DEMANDS Focused requirements to frequently balance schedules and respond to multiple inquiries from media.	C	12
11	PHYSICAL EFFORT Moderate physical effort to frequently focus visual attention to view printed and electronic materials to produce media responses.	C	12
12	SURROUNDINGS Exposure to regular and intense dealings with an inquiring media and/or interest groups where dealings may be controversial and/or unpleasant.	B	4
13	HAZARDS Limited exposure to hazards from frequent keyboarding.	B	4

Total Points: 852

Level: Range 24

JOB DESCRIPTION

Benchmark Job #033

Ministry: Small Business, Tourism and Culture
Branch: Royal BC Museum
Location: Victoria

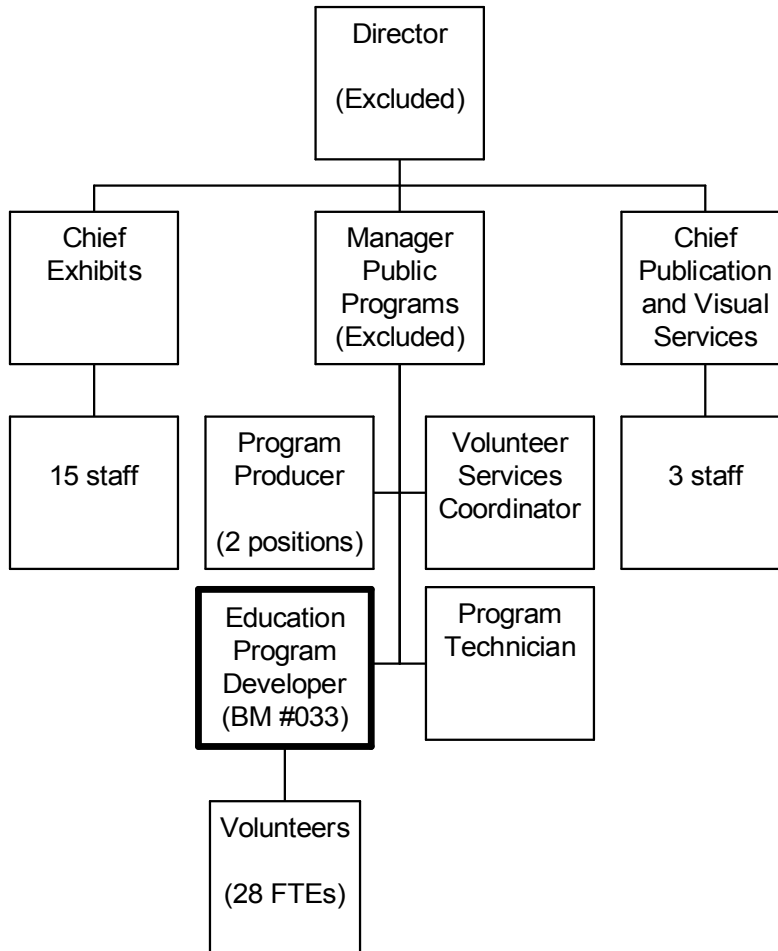
Working Title: **Education Program Developer**
Level: Range 24
NOC Code: 5124

PRIMARY FUNCTION

To develop, coordinate and evaluate educational programs for the Provincial Museum.

JOB DUTIES AND TASKS

1. Develops, coordinates and evaluates educational programs for the Provincial Museum
 - a. develops school programs consistent with museum programs and school curriculum and provides advice to curators, teachers, etc.
 - b. persuades museum staff, school district staff, and others on how museum education programs meet curriculum requirements
 - c. conducts and leads focus groups to ensure education programs meet stakeholder and partner requirements
 - d. drafts program policies, establishes program goals and sets standards
 - e. schedules and coordinates school programs in conjunction with curators and other museum staff
 - f. develops program materials including researching information on a subject, writing lesson plans and brochures and compiling informational materials
 - g. conducts educational programs
 - h. conducts tours to give lectures and presentations in local museums and schools
 - i. rewrites exhibit information with curators for educational purposes and for different age groups
 - j. coordinates special event days
 - k. evaluates effectiveness of programs delivered and recommends changes and improvements
2. Develops and administers program plans and part of a program budget
 - a. delivers public programs, special events and school board programs
 - b. develops and implements programs for special needs students such as home based students
 - c. develops annual program plan
 - d. exchanges information with schools and community groups regarding programs
 - e. recommends budget changes for programs
 - f. ensures that expenditures for school programs and speaking tours are within budget
3. Provides guidance and training to volunteers and staff
 - a. schedules and directs volunteers
 - b. trains and evaluates volunteers and museum staff in communication skills (28 FTEs)
 - c. conducts field trips (on occasion) to train and provide volunteers with local information relevant to museum displays and programs
4. Performs other related duties
 - a. sets up and maintains educational program files and records
 - b. drives a vehicle to (regularly) and travel to local museums and schools to give lectures



ORGANIZATION CHART

Benchmark Job #033

FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
1	<p>JOB KNOWLEDGE Understand the theory of educational programming to plan, research, develop, and review museum educational programs, establish goals and set standards.</p>	H	280
2	<p>MENTAL DEMANDS Judgement to plan, organize and evaluate all museum educational programs, including programs for special needs students</p>	H	250
3	<p>INTERPERSONAL COMMUNICATION SKILLS Persuasion required to use basic negotiation skills to persuade schools and local museums that museum and education programs meet curriculum requirements.</p>	D	45
4	<p>PHYSICAL COORDINATION AND DEXTERITY Moderate coordination and dexterity required to drive vehicle to give lectures in local museums and schools.</p>	C	15
5	<p>RESPONSIBILITY FOR WORK ASSIGNMENTS Guided by general policies, educational standards, school curriculum and museum resources, plan and evaluate museum educational programs, goals and standards, and recommend changes.</p>	F	160
6	<p>RESPONSIBILITY FOR FINANCIAL RESOURCES Moderate financial responsibility to administer part of the Public Education Program budget for the Provincial Museum and ensure expenditures are within budget.</p>	D	22.5
7	<p>RESPONSIBILITY FOR PHYSICAL ASSETS/INFORMATION Moderate responsibility to set up and maintain a single user information system for records on education programs.</p>	C	15

ORGANIZATION CHART

Benchmark Job #033

FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
8	RESPONSIBILITY FOR HUMAN RESOURCES Responsibility to assign, monitor and review work of volunteer workers (28 FTEs).	CH	21
9	RESPONSIBILITY FOR WELL BEING/SAFETY OF OTHERS Significant care and attention to plan and administer educational museum programs for the public's enjoyment.	D	25
10	SENSORY EFFORT/MULTIPLE DEMANDS Focused sensory concentration to frequently visually focus on computer screen to produce reports and spreadsheets.	C	12
11	PHYSICAL EFFORT Moderate physical effort to frequently visually focus on computer screen to produce reports and spreadsheets.	C	12
12	SURROUNDINGS Exposure to all weather conditions on field trips occasionally.	A	2
13	HAZARDS Limited exposure to hazards from regular driving to provide lectures at local museums, schools and on field trips.	B	4

Total Points: 863.5

Level: Range 24

JOB DESCRIPTION

Benchmark Job #265

Ministry: Transportation and Highways
Branch: Major Projects
Location: Nanaimo

Working Title:
Level:
NOC Code:

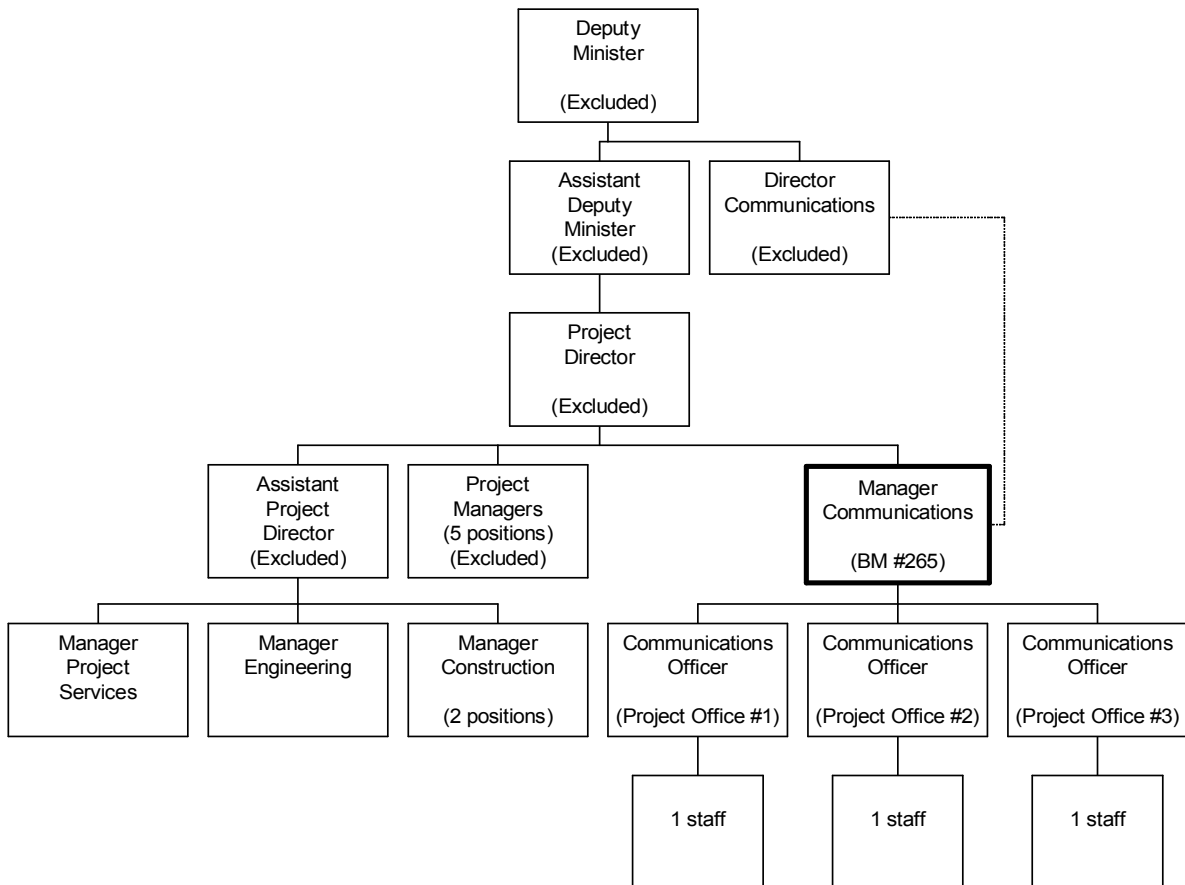
Manager, Communications
Range 27
5124

PRIMARY FUNCTION:

To plan, create and deliver the overall communications program for multiple projects across the province, such as the Vancouver Island Highway Project to improve the awareness and understanding of the Ministry's programs and services by staff, stakeholders and the general public.

JOB DUTIES AND TASKS:

3. Manages media and general communications plans for projects across the province within framework set by the Ministry's Communication Branch
 - a. works with the Communications Director and Project Director to develop effective goals, plans and solutions to build goodwill for projects
4. evaluates communications goals, objectives and publicity needs to improve awareness of project programs and services with staff, stakeholders and the general public
5. anticipates new areas of interest and opportunity and prepares operational plans to achieve objectives
6. ensures adherence to ministry policies and standards and develops systems and methods for public information analysis and dissemination
7. provides advice to and briefs the Minister, executive and project team on emerging and current communications issues
 - a. communicates with elected officials, community leaders and interest groups to identify and resolve issues and concerns
8. manages special events, campaigns and projects, and identifies issues and concerns of users, residents, businesses and other stakeholders
 - a. plans and manages advertising, media relations, internal and external communications programs and special events, and coordinates with project HQ's and regional staff
 - b. co-ordinates public education/consultation process and information gathering/responses to improve awareness and understanding of projects
 - c. attends and represents the projects at inter-ministry and public meetings, and organizes presentations, displays, publicity needs, tours, exhibits, open houses and drop-ins
 - d. addresses and monitors current and potential media and community issues and concerns
 - e. leads the development and preparation of backgrounders, speeches, briefing materials, publications, brochures, newsletters, manuals and other materials
 - f. coordinates and responds to inquiries and requests for information
 - g. develops communications manuals and coordinates training for project staff
9. Supervises professional and administrative staff in three project offices (6 FTEs)
 - a. supervises professional and administrative staff, including hiring and training
 - b. plans, assigns and reviews work
 - c. sets work priorities and standards
 - d. appraises work performance, and takes disciplinary action, if required
10. Performs other related duties
 - a. exercises spending authority for project communication budget(s) and related expenditures
 - b. prepares and monitors communications budget
 - c. adapts standardized contracts to deliver communications services using contractors
 - d. reviews, monitors and verifies the completion of work by contractors



ORGANIZATION CHART

Benchmark Job #265

FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
1	<p>JOB KNOWLEDGE Understand the theory of communications to plan, develop and deliver a wide variety of communications services for projects, such as the Vancouver Island Highway Project and to communicate the goals and objectives of the project to staff, stakeholders and the public.</p>	H	280
2	<p>MENTAL DEMANDS Judgement to evaluate the effectiveness of communications services for projects, such as the Vancouver Island Highway Project, identify and resolve issues and prepare operational plans to achieve communications goals, objectives and publicity for projects.</p>	H	250
3	<p>INTERPERSONAL COMMUNICATIONS SKILLS Persuasion required to use basic negotiation skills to present controversial project plans to the media, stakeholders and the public.</p>	D	45
4	<p>PHYSICAL COORDINATION AND DEXTERITY Moderate coordination and dexterity required to drive vehicle to meetings with community leaders, interest groups and the public.</p>	C	15
5	<p>RESPONSIBILITY FOR WORK ASSIGNMENTS Guided by general ministry policies and standards, plans and delivers communications services for projects, such as the Vancouver Island Highway Project.</p>	F	160
6	<p>RESPONSIBILITY FOR FINANCIAL RESOURCES Considerable financial responsibility to exercise spending authority for communications related work and to manage project communications budget(s).</p>	F	43
7	<p>RESPONSIBILITY FOR PHYSICAL ASSETS/INFORMATION Significant responsibility to control dissemination of information to media and stakeholders.</p>	D	22.5

ORGANIZATION CHART

Benchmark Job #265

FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
8	RESPONSIBILITY FOR HUMAN RESOURCES Responsibility to supervise professional and administrative staff, appraise employee performance and take disciplinary action (6 FTEs).	DF	21
9	RESPONSIBILITY FOR WELL BEING/SAFETY OF OTHERS Limited care and attention to calm and reassure interest groups and the general public who may be upset about proposed construction plans and environmental issues.	B	10
10	SENSORY EFFORT/MULTIPLE DEMANDS Focused requirements to frequently balance schedule and respond to multiple inquiries from media and stakeholders.	C	12
11	PHYSICAL EFFORT Moderate physical effort to frequently focus visual attention on printed and electronic materials to produce communication plans and responses.	C	12
12	SURROUNDINGS Exposure to regular unpleasant dealings with upset members of the public and interest groups referred by staff and elected officials.	B	4
13	HAZARDS Limited exposure to hazards from frequent keyboarding to prepare backgrounders, speeches and briefing notes.	B	4

Total Points: 878.5

Level: Range 27

ORGANIZATION CHART

Benchmark Job #375

Ministry: Small Business, Tourism & Culture
Branch: Royal BC Museum
Location: Victoria

Working Title:
Level:
NOC Code:

Manager, Marketing
Range 30
4163

PRIMARY FUNCTION

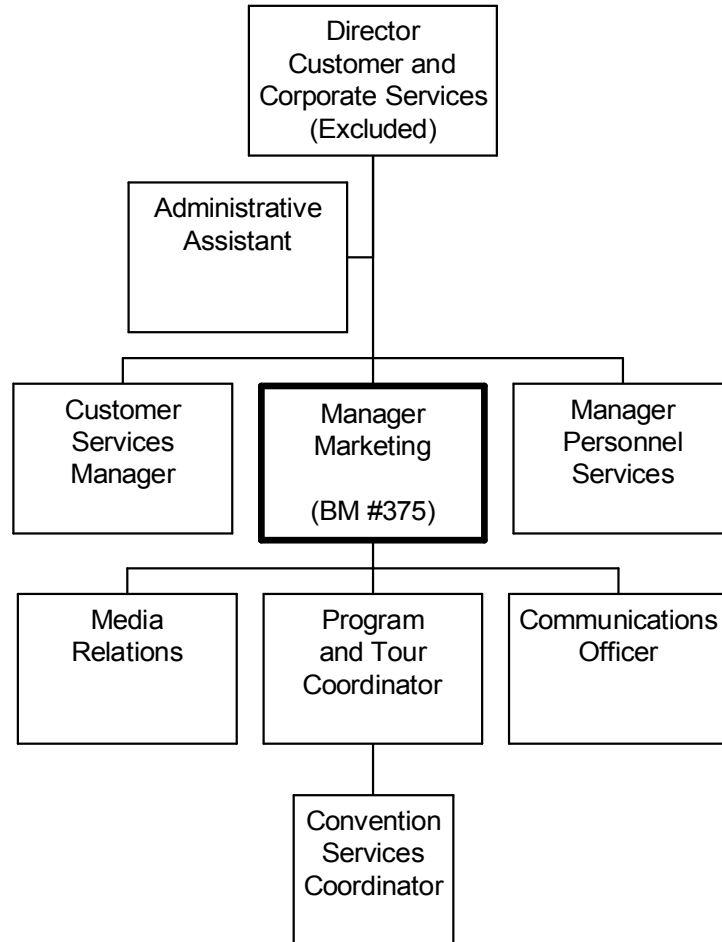
To manage advertising, promotion, and communication services for the Royal BC Museum (RBCM), ensuring the Museum, support agencies and programs are given the maximum coverage on a cost efficient basis.

JOB DUTIES AND TASKS:

1. Designs and administers a wide variety of programs and initiatives to promote the Museum
 - a. analyzes new markets for Museum activities and events and identify potential patrons
 - b. develops and implements cooperative and cross marketing programs with similar regional and national organizations and with tourism, recreational and educational institutions
 - c. directs surveys of RBCM patrons regarding RBCM events, service quality, fee structures, pricing programs, and new products to determine future fee structures
 - d. directs exit interviews and directs focus group testing with RBCM patrons
 - e. develops marketing programs for the Museum special events (e.g. world class premiere events) and expanded services (e.g. bus tours, conventions, conferences)
 - f. prepares media advertising and promotions for Museum programs and exhibitions, including brochures, guides for special events, press packages
2. Develops and implements an annual marketing plan and long range strategies
 - a. develops the promotion and advertising initiative for the Museum
 - b. negotiates with various newspapers, radio stations, etc. for special rates on advertising
 - c. establishes systems for the effective implementation and monitoring of marketing programs
 - d. anticipates marketing requirements and develops specific objectives for marketing activities
 - e. reviews resource material to identify changes in travel patterns, transport modes, and tour trends
3. Control budgets and contracts for marketing material and services
 - a. meets annual revenue targets in excess of \$3.3 million for admission, gallery rentals, and eco-tours
 - b. administers a budget and negotiates contracts
 - c. prepares terms of reference for contract services (e.g. bus boards, radio spots), reviews bids and chooses bidder, monitors work, and evaluates results
 - d. tracks expenditures and makes project changes as required
 - e. negotiates service agreements with tourism agencies, and markets to tour operators at trade shows
4. Provides marketing advice and expertise
 - a. develops marketing and communication initiatives with key contacts throughout the province in government, commerce, industry, aboriginal peoples, education, and related organizations and maintains communications and working relationships to expand marketing initiatives of the RBCM
 - b. negotiates with officials of Tourism Victoria and Tourism BC in order to obtain funding for exhibits
 - c. initiates active international media campaigns in conjunction with other tourism operators
 - d. enters into joint promotions with similar operators (Whales Exhibit – Whale Watching Operators)
 - e. promotes the RBCM on a world-wide basis for travel destination, gallery rentals, and conferences
 - f. represents the Museum at sensitive and controversial media sessions and prepares communication responses.
5. Supervises marketing and communications staff (4 FTEs)
 - a. supervises staff, including hiring and training
 - b. plans, assigns and reviews work
 - c. sets work priorities and standards
 - d. appraises work performance, initiates disciplinary action, as required

ORGANIZATION CHART

Benchmark Job #375



ORGANIZATION CHART

Benchmark Job #375

FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
1	<p>JOB KNOWLEDGE Understand all related issues of the marketing program for the Royal BC Museum and as the authoritative market expert for the museum.</p>	I	305
2	<p>MENTAL DEMANDS Judgement to plan, organize, and evaluate the marketing program which requires adapting private sector marketing practices to a quasi-public sector organization to compete with private sector organizations for the same clients and to incorporate external changes in the tourism sector.</p>	H	250
3	<p>INTERPERSONAL COMMUNICATIONS SKILL Persuasion required to use basic negotiation skills to negotiate service agreements with tourism agencies and funding for exhibits.</p>	D	45
4	<p>PHYSICAL COORDINATION AND DEXTERITY Some coordination and dexterity required to use a keyboard to produce reports with a minimal requirement for speed.</p>	B	10
5	<p>RESPONSIBILITY FOR WORK ASSIGNMENTS Guided by general museum plans and policies, plans and organizes the marketing program, which impacts on the success of the Royal BC Museum.</p>	G	190
6	<p>RESPONSIBILITY FOR FINANCIAL RESOURCES Major financial responsibility with significant discretion to identify potential markets to attract patrons to the RBCM, forecast and set fee structures for services, develop marketing plans and strategies and promote the museum to meet annual revenue target in excess of \$3.3 M for admissions, gallery rentals and eco-tours.</p>	G	58
7	<p>RESPONSIBILITY FOR PHYSICAL ASSETS/INFORMATION Significant responsibility to control the release of information to the media and the public through media sessions and communication initiatives.</p>	D	22.5

ORGANIZATION CHART

Benchmark Job #375

FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
8	RESPONSIBILITY FOR HUMAN RESOURCES Responsibility to supervise communications and marketing staff, appraise employee performance and take disciplinary action when required (4 FTE).	DE	20
9	RESPONSIBILITY FOR WELL BEING/SAFETY OF OTHERS Moderate care and attention to facilitate access to educational programs at the Royal BC Museum for the enjoyment of the public, tour groups and conventioners.	C	15
10	SENSORY EFFORT/MULTIPLE DEMANDS Focused sensory concentration to frequently visually focus to prepare reports by a target date and manage concurrent projects.	C	12
11	PHYSICAL EFFORT Moderate physical effort to frequently visually focus to prepare reports.	C	12
12	SURROUNDINGS Exposure to regular overnight travel to national/international marketing conferences to represent the museum.	B	4
13	HAZARDS Minimal exposure to hazards from regular keyboarding to produce reports.	A	2

Total Points: 945.5

Level: Range 30