**M6: Level Standards**

**GENERAL ROLE**

This level is accountable for providing management of a small- to moderate-sized office or department charged with providing a variety of cross-disciplinary services. Incumbents should generally have oversight of professional and non-professional staff, as well as business and/or administrative operations. Positions at this level do not exclusively serve as the supervisory level to only student employees

Incumbents:

* Modify practices and procedures to improve efficiency and quality of services delivered by subordinate staff.
* Ensure policies and procedures are followed and functions are carried out efficiently and correctly.
* Are accountable for setting goals and objectives for staff members to achieve operational objectives and service standards.
* Distribute work and monitor workload among staff.
* Evaluate and monitor the accuracy, quality, quantity, and timeliness of services and activities.
* May develop/enhance processes and procedures to improve efficiency or effectiveness of services, as a means to fulfill departmental or office initiatives.

**INDEPENDENCE AND DECISION-MAKING**

*🡪 Supervision Receive*d

* Works under direction.
* Seeks approvals when significant changes to process steps are considered and additional resources for task completion are required.

*🡪 Context of Decisions*

* Decisions are driven by departmental policy and procedures.
* Understands the smallest details of an assigned area.

*🡪 Job Controls*

* Free to plan and carry out all phases of work assignments, including the oversight of staff.
* Has the latitude to make daily operational decisions.

**COMPLEXITY AND PROBLEM SOLVING**

*🡪 Range of issues*

* Issues are readily identified but cannot be understood and fixed in simple cause-effect terms.
* Variables affecting the problem are generally known.

*🡪 Course of Resolution*

* Utilizing an understanding of best practices and the way similar units run elsewhere, convincingly recommends, develops, and implements capital and process improvements to the area.

*🡪 Measure of Creativity*

* Problems require integrative solutions such as how technologies, processes, resources, and people all fit together.

**SCOPE AND MEASURABLE EFFECT**

* Serve as a manager of a moderate-sized department or office charged with carrying out cross-disciplinary tasks or functions
* Actions regularly affect a department or an office-centric outcome with departmental impact.
* Actions generally have a direct impact on controlling such things as staff size and nature of work and scope of services.
* Actions may have high-risk compliance or safety implications.
* Performance results tend to relate to efficiency, degree of waste/cost overruns, quality/continuous improvement, timeliness, resource allocation/effectiveness, etc.

**Job Template**

**GENERAL SUMMARY**

Builds the reputation and community of the University among its internal and external constituents (alumni, donors, students, faculty, and staff) through the strategic production and promotion of stories, images/videos, marketing materials, e-communications, and other creative services.

**REPORTING RELATIONSHIPS AND TEAMWORK**

Works under direction of a manager. Manages the day-to-day operations and a group of employees.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

*The intent of this section is to list the primary, fundamental responsibilities of the job – that is, the duties that are central and vital to the role.*

* Manages the work of assigned personnel, including assigning and reviewing work, providing guidance, and conducting performance evaluations. Manages overall operation of assigned department.
* Provides advanced technical and/or design solutions for web content creation and collection. Assists departments with establishing and maintaining websites using University provided web publishing systems.
* Oversees the planning and implementation of marketing and promotional outreach strategies designed to promote department/division services and programs to target audiences.
* Consults with and advises departments on the thoughtful application of digital media marketing and communication solutions.
* Serves as a resource to department/division staff and administrator regarding effective promotional strategies and activities.
* Sets priorities for design and production projects, appropriately delegating tasks and project aspects to unit staff.
* Prepares, or supervises preparation of, advertising and promotional materials, including generating ideas, writing, editing, design, and illustration.
* Plans and carries out special interest events or projects designed to increase effectiveness or marketing activities.
* Represents the Division/University at appropriate regional, national and/or international meetings and forums.
* Participates in Divisional marketing planning and policy development as part of a management team.
* Performs related work as required.

**MINIMUM QUALIFICATIONS**

* Bachelor’s degree in related field.
* Seven years of related experience.

**COMPETENCIES**

**Knowledge of:**

* Principles and practices of employee supervision
* Graphic design and web content presentation
* Target audience
* Emerging trends and best practices of marketing and recruitment initiatives
* Microsoft Office and related software applications

**Skill in:**

* Planning and organization
* Troubleshooting
* Developing and maintaining effective and appropriate working relationships
* Critical thinking, problem solving and analysis

**Ability to:**

* Manages communications and maintain website content
* Communicate effectively through both oral and written means
* Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds
* Provide professional and motivating presentations to large audiences
* Conduct market research to develop best practices
* Maintain the confidentiality of information and professional boundaries
* Work independently to analyze available information, draw conclusions and understandings, and present such conclusions effectively to senior management