

**Job Class Profile:** Advertising Officer

**Pay Level:** CG-37 **Point Band:** 814-847

Factor	Knowledge	Interpersonal Skills	Physical Effort	Concentration	Complexity	Accountability & Decision Making	Impact	Development and Leadership	Environmental Working Conditions	Total Points
Rating	6	6	3	4	5	5	5	1	2	
Points	280	100	19	19	150	108	103	21	21	821

## JOB SUMMARY

The Advertising Officer performs specialized advertising and administrative work in the planning, development and implementation of advertising plans and strategy.

### Key and Periodic Activities

- Plans, conducts and analyzes survey and research results to determine advertising plan; develops and implements advertising program; conducts analytical studies, establishes system to monitor program; conducts analytical studies, establishes system to monitor reaction to advertisements, to determine effectiveness of the advertising campaign; modifies plan according to research findings.
- Liaises with advertising agency to co-ordinate the preparation of national advertising and promotional programs; ensures adherence to provincial objectives and strategy; advises on revision to media mix, location and theme of advertisements; recommends approval of advertising plan.
- Directs and co-ordinates the development and preparation of provincial campaign; advises on design, content and layout of advertisements and posters; recommends approval of finished product.
- Determines most appropriate media mix; co-ordinates the placement, time and location of advertisements, monitors media for appearance and quality of advertisements; ensures adherence to advertising objectives.

## SKILL

### Knowledge

#### General and Specific Knowledge:

- Knowledge of provincial economic activities and status, as well as growing sectors, industries and businesses.
- Knowledge of planning, administration and the implementation of advertising strategies at a provincial, national and international level.

#### Formal Education and/or Certification(s):

- Minimum: Undergraduate Degree with major course work in advertising, marketing,

economics, statistics or related courses.

**Years of Experience:**

- Minimum: 4-5 years' experience in responsible advertising field.

**Competencies:**

- Enhanced computer skills for computer graphics.
- Strong interpersonal, project management, presentation, and written/oral communication skills.
- Ability to write briefing notes for senior management and executive; progress reports and executive status briefings; and the preparation of speaking notes.
- Strong analytical and problem solving skills.

**Interpersonal Skills**

- Interpersonal skills include co-ordinating the collection of information to develop concise messaging and materials, developing advertising materials, preparing written notes/briefing notes, listening to the needs of stakeholders and other government departments and providing advice on how to proceed from an advertising point of view. Skills are used to develop and manage media plans for the department and for establishing regular contact with media representatives. Identifies and creates partnerships and conducts consultation interviews.
- The most significant contacts are senior management to discuss recommendations and initiatives, to provide progress updates, and for approval on high level decisions; members of the advertising agency to co-ordinate preparation of advertising and promotional programs; and stakeholders to ensure effectiveness of advertising.

**EFFORT**

**Physical Effort**

- The demands of the job do not result in considerable fatigue, or require periods of rest.
- Occasionally required to lift promotional material up to 25 lbs.
- Works occasionally requires standing, walking and driving.
- Constant fine finger/precision work and sitting when using a computer is required to perform work activities.

**Concentration**

- **Visual** concentration is constantly required when using a computer for extended periods of time, reading emails, watching videos, using various software programs, proofing advertising and graphic designs.
- **Time pressures/deadlines and interruptions** are experienced on a regular basis. The production of advertising material requires the co-ordination of a number of internal and external sources with internal information changing during the process. This necessitates work being revised and production schedules of outside agencies being modified. These agencies have their own deadlines/commitment which cannot easily be modified. Changing executive requirements can also result in workflow interruption.
- **Lack of control over the work pace occurs occasionally** for meeting deadlines, however, may not have control over the timeliness of materials/information received from others or when there are simultaneous deadlines for shows, material development, production, etc.
- **Eye/hand co-ordination** is required occasionally for typing and using the mouse for certain graphic design applications. Advanced skills for layout typically to 1/8<sup>th</sup> of an inch.

- **Exact results and precision** are occasionally required for proofing materials, reports and documents. Also required when writing correspondence which includes information notes for senior executive and compliance with printing and broadcasting standards.

### Complexity

- Tasks are related in terms of the skills and knowledge used in responsibilities and situations.
- Challenges/problems/issues can be resolved by following procedures and guidelines, but may also be unique and multi-functional requiring creative problem definition and the development of ideas for solutions in a group setting.
- The most typical challenges come from the strategic and conceptual development of materials and campaigns. When developing material there are a number of different creative alternatives that arise at each stage of the development. Past knowledge and marketing experience is used to ensure the correct course is taken. The co-ordination of information from a variety of internal and external technical sources and compiling information in a manner that is clear, concise, appealing to the eye, in compliance with overall strategy, and contributes to the successful implementation of the departmental/divisional strategic plan is required.
- When addressing challenges/problems/issues there are few formal references available. Situations are generally unique and require thorough analysis and reliance upon past experience. Technical advice/assistance may be sought from internal and external advisors such as advertising agencies, management/executive.

## RESPONSIBILITY

### Accountability and Decision-Making

- Work tasks are somewhat prescribed and controlled.
- Discretion is used to achieve objectives and guidance can be sought with management. It is up to the incumbent to devise the best approaches to avoid mistakes or errors from occurring.
- Most decisions requiring supervisory approval relate to financial signature authority, travel, signing authority in regards to hiring of consultants.
- A high level of discretion is exercised in the overall creative design of material, after the general concepts have been discussed and approved.

### Impact

- Work performed has an impact on the immediate work area, department, organization and clients/partners as well as on information and the corporate image.
- When interacting with outside agencies, partners, is the representative of Government and must be equipped with pertinent, up-to-date information on the province's economic activities and status. Incorrect information may lead to confusion, embarrassment, and can be detrimental to the Province/Department/Division's overall mandate.
- An error may misrepresent information and affect the content of printed material such as newsletters, which could have serious impact on public perception, individuals or companies being featured, staff and government as a whole. It is for this reason that checks and balances are in place and/or individuals being featured are given final sign-off prior to release.
- Errors are normally addressed within 24 hours, however, it depends upon the nature of the error. The impact of those errors depends upon when the error is discovered, the nature of the error, and the location (whether in the province or abroad). Errors if not immediately detected through normal checks and balances (management and executive review) could have far reaching effects. It is therefore essential that information is accurate and professional.

<b>Development and Leadership of Others</b>
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| <ul style="list-style-type: none"> <li>— Not responsible for the supervision of staff.</li> <li>— Provides common guidance and support to new, temporary or student employees.</li> </ul> |
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## WORKING CONDITIONS

<b>Environmental Working Conditions</b>
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| <ul style="list-style-type: none"> <li>— There is no requirement for safety equipment or precautions.</li> <li>— There is no likelihood of minor cuts, bruises, abrasions, injury, or illness causing disability.</li> <li>— Work is performed in a typical office environment with occasional travel required to attend meetings, training, conferences, and other related events.</li> </ul> |
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