

Job Class Profile: Marketing and Production Coordinator**Pay Level: CG-42 Point Band: 994-1037**

Factor	Knowledge	Interpersonal Skills	Physical Effort	Concentration	Complexity	Accountability & Decision Making	Impact	Development and Leadership	Environmental Working Conditions	Total Points
Rating	7	7	3	4	7	6	5	3	2	
Points	327	117	19	19	210	130	103	64	21	1010

JOB SUMMARY

The Marketing and Production Coordinator supports economic development, trade, and investment growth provincially, nationally and internationally. Responsible for the management and coordination of all marketing, advertising, and promotional programs related to promoting Newfoundland and Labrador's resources and the province as an investment destination.

Key and Periodic Activities

- Capitalizes on business and economic development opportunities throughout the province by identifying, and working with, key stakeholders in national and international markets to educate them on business opportunities in the province.
- Keeps abreast of and liaises on trade, investment, sector, and regional strategies, projects, policies, and activities for the purpose of providing current and pertinent information to stakeholders on opportunities, and for connecting business and government to stakeholders in economic development.
- Analyses, identifies, and advises on opportunities based on the strategic direction and policies of the program, department, and government in general.
- Plans and creates the strategic direction of promotional and marketing plans including budget development.
- Develops marketing and advertising materials including strategic development, briefing team members and consultants, content research and development, editing, production and coordination with suppliers, launch, and rollout.
- Works with senior management on the preparation of press releases and Executive regarding speaking notes for national and international events.
- Performs strategic planning to ensure the team and department continue to move forward with their responsibility for annual plans with the Director, requests for proposals, consultant contracts, media plans, and negotiating.
- Engages with senior level business individuals for the purpose of creating business-to-business networks focused on connecting business and government to local, national, and international markets.
- Works co-operatively with other departments which have international markets, to maximize marketing initiatives.
- Acts as day to day project management lead on multiple, time sensitive, ongoing marketing and communication projects.
- Functions as project manager of specific projects such as the Ambassador Program in the execution of the strategy by developing project concepts, goals and objectives, preparing terms

Key and Periodic Activities

- of reference, evaluating proposals, drafting contracts, monitoring the program budget, preparing briefing notes/progress reports/executive status briefings, and acting as the primary contact.
- Acts as marketing and brand guardian by providing counsel, advice, approvals, and overall direction on the use of the Newfoundland and Labrador brand identity and signature within and outside of government, organizing brand stewardship meetings and providing training and presentations promoting the brand.
- Leads and organizes events that identify export, investment and economic development opportunities. Negotiates and finalizes space, materials, contracts for trade shows and exhibitions. Liaises with external consultants and vendors to optimize promotional value of expenditures and activities.
- Performs post-mission assessments, evaluations, and event reports for senior management.
- Reviews and approves financial information, budget audits and compliance with contracts and negotiations.
- Researches, coordinates and collaborates for the preparation and publishing of annual activity reports.
- Supervises staff on a project basis.
- Plays an advocacy role by representing the interest of sector organizations, institutions, businesses and other stakeholders with senior executive and elected officials.
- Provides marketing advice to other departments. Prepares advertisements and material for other divisions of the department.
- Performs website reviews and updating.
- Prepares graphics for presentations and speeches.

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 marketing, promotions, and production at a national and international level.

Formal Education and/or Certification(s):

- Minimum: Undergraduate Degree in Business, Marketing or Communications.

Years of Experience:

- Minimum: 4-5 years experience.

Competencies:

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

Interpersonal Skills

- A range of interpersonal skills are used and include negotiating contracts, coordinating the collection of information to develop concise messaging and materials, developing marketing materials, discussing of detailed specific information as it relates to particular industries with business and technical representatives in private and public sectors, promoting the resource potential of the province in small groups or at conferences and trade shows, preparing written notes/briefing notes, listening to the needs of the business investment group and other government departments with regards to the brand, providing advice on how to proceed from a marketing/communications point of view, developing and managing annual media plans for the department and regular contact with media representatives, working with creative and strategic marketing to resolve problems, identifying and creating partnerships for the value add of the network, event preparation, writing and recommending questions for the consultation process and conducting consultation interviews.
- The three most significant contacts are with (1) senior management to discuss recommendations and initiatives, to provide progress updates, and for approval on high level decisions; (2) members of the business network, vendors, and stakeholders; (3) Executives including Directors of Communications, Deputy Ministers and Assistant Deputy Ministers of internal and other government departments for the development of promotional materials or to coordinate marketing and branding initiatives.

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 50 lbs to airports and event locations. Weight may vary depending on the event and the tools required. Also includes the transportation and setting up of show booths and display areas.
- Constant fine finger/precision work and sitting when using a computer.
- Occasionally is required to stand, walk, and drive such as when travelling to and when attending trade shows or exhibitions.

Concentration

- **Visual** concentration is constant when using a computer for extended periods of time, reading emails, watching videos, and using various software, proofing advertising and graphic designs.
- **Eye/hand coordination** is occasionally required when typing and using the mouse for certain graphic design applications. Advanced skills for layout typically to 1/8th of an inch.
- **Time pressures/deadlines and interruptions** are regular occurrences during event planning as it dictates time pressures and deadlines such as deadlines for reservation of booth space or the registration of delegates. The production of promotional material requires the coordination 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 when trade show and exhibition deadlines dictate the pace for events. Each event has its unique requirements and challenges that have to be addressed in a timely manner. Also, responsible for meeting deadlines but 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.

- **Exact results and precision** is required when proofing marketing materials, reports and documents and when writing correspondence which includes information notes for the Premier's Office and senior executive. Compliance with printing and broadcasting standards to meet production requirements requires exact results and precision

Complexity

- Tasks are regularly different and unrelated involving a wide variety of responsibilities and situations.
- Challenges/problems/issues sometimes 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.
- Typical problems and issues include: (1) being responsible for all inward investment marketing, advertising and promotional programs and 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 where past knowledge and marketing experience must be utilized to ensure the correct course is taken; (2) events in national and international markets frequently require addressing and dispelling myths and pre-conceived perceptions and notions about the province; (3) the coordination 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 provincial brand strategy, and contributes to the successful implementation of the departmental/divisional strategic plan.
- 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 the Atlantic Accord or the Canada-Newfoundland and Labrador Offshore Petroleum Board.

RESPONSIBILITY

Accountability and Decision-Making

- Work tasks are somewhat prescribed and controlled.
- Decisions that can be made without supervisory approval include: (1) recommending and approving under delegated authority, appropriate levels of financial support for participation in national and international events; (2) negotiating and signing contracts for all aspects of exhibitions, the production of promotional materials and any other activities or requirements to support those activities; (3) making most strategic decisions in the development of marketing and promotional programs including approval for creative direction and content, website content updates, interdepartmental advice on the use of brand and artwork signoffs, negotiations with suppliers and contractors, development and execution of presentations.
- Most decisions requiring supervisory approval relate to financial signature authority, fundamental changes to larger programs, travel for training/meetings/conferences, entertainment expenses for meetings, decisions where other factors are at play (i.e. where another department is directly affected by an action), signing authority in regards to hiring of consultants/suppliers.
- Discretion is used to achieve objectives while devising the best approaches to avoid mistakes or errors while guidance can be sought from management.

- A high level of discretion is exercised in the overall creative design, flare and flavour of material, after the general concepts have been discussed and approved. In cases of brand standards, there is full discretion to decide whether a government produced item (i.e. highway signage, web pages, printed material) meets with the branding guidelines and can be produced or if changes are required.

Impact

- Impacts generally affect on the immediate work area, department, organization and clients/partners.
- Work activities impact on information and the corporate image. Is a representative for government when interacting with outside agencies, partners, or when attending events, 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, the company, 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 printing.
- 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 (Director or Assistant Deputy Minister review process) could have far reaching effects. Promotional material is distributed by the Premier and Ministers while attending industry functions. It is therefore essential that information is accurate and professional.

Development and Leadership of Others

- Is not responsible for the full time supervision of staff.
- Provides strategic guidance, direction and feedback to divisional, departmental and interdepartmental staff in the areas of marketing, advertising and promotional programs.
- Manages programs and projects from inception to completion including developing the project concept(s), goals and objectives, terms of reference, development of a Request for Proposals (RFP) or contract, briefing the proponent and internal players, budget supervision, guidance and feedback, negotiations with supplies/agencies/media, and final production and distribution of the end product.

WORKING CONDITIONS

Environmental Working Conditions

- There is no requirement for safety equipment or precautions.
- There is no likelihood of minor cuts, bruises, abrasions, injury, or illness causing disability.
- The position operates in a typical office environment with occasional travel (national and international) required to attend meetings, training, conferences, trade shows, exhibitions, and other related events.