PEA Job Description

1. Position Identification

<table>
<thead>
<tr>
<th>Position Number</th>
<th>999132</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position Title:</td>
<td>Admissions/Communications Coordinator</td>
</tr>
<tr>
<td>Department:</td>
<td>Island Medical Program</td>
</tr>
<tr>
<td>Reports to:</td>
<td>Administrative Director</td>
</tr>
<tr>
<td>Number of Direct/Indirect Reports</td>
<td>Direct_____ Indirect_______</td>
</tr>
<tr>
<td>Classification Level</td>
<td>SG 7</td>
</tr>
<tr>
<td>Last Updated</td>
<td>November 2018</td>
</tr>
</tbody>
</table>

2. Position Summary

The University of Victoria Island Medical Program is one of the four regional sites of the distributed and expanded UBC MD Undergraduate Program. The objectives of the Patient Programs’ are to support the learning activities for the undergraduate students in their instructional, practice and/or assessment practices. These learning activities are divided into 3 programming areas: the Volunteer Patients, the Standardization Patients and the Clinical Teaching Associates.

This position manages all aspects of internal and external communications as the Communications Coordinator. This involves developing, implementing and maintaining a variety of communication tools for the Island Medical Program (part of UBC Faculty of Medicine’s distributed undergraduate medical education program in collaboration with the University of Victoria) and the Division of Medical Sciences, UVic. The communication tools include print materials, web sites, social media strategies, video productions and promotional items and include responsibility for researching and writing materials for the Regional Associate Dean and others who represent the Island Medical Program. Additionally, this position is responsible for providing Admissions information to prospective students and for participating in the admissions process for the MD Undergraduate Program with direction from the UBC Faculty of Medicine’s Admissions Office.

This position works closely with the Regional Associate Dean and the Administrative Director of the Island Medical Program, as well as the MD Admissions Manager, UBC’s Faculty of Medicine, and is expected to liaise with a variety of internal and external constituents and stakeholder groups. The incumbent needs to be flexible in their approach to work and be able to adapt to different needs and manage competing demands. Some travel will be required.

3. Key Responsibilities and Expectations

<table>
<thead>
<tr>
<th>Key Responsibilities</th>
<th>Expectations:</th>
</tr>
</thead>
<tbody>
<tr>
<td>65%</td>
<td>Print Materials 10%:</td>
</tr>
<tr>
<td>Communications</td>
<td>• Manages all print resources related to the Island Medical Program and the Division of Medical Sciences (e.g. biannual newsletter, annual grad newsletter etc.)</td>
</tr>
<tr>
<td></td>
<td>• Writes copy for print products (new and refreshed material)</td>
</tr>
<tr>
<td></td>
<td>• Consults with constituents and stakeholders on content</td>
</tr>
<tr>
<td></td>
<td>• Works with graphic designers and other professionals in developing materials</td>
</tr>
</tbody>
</table>
• Acts as the liaison with consultants and other freelance resources
• Manages the archive of printed and other promotional materials

Writing 35%:
• Writes and distributes electronic communication at the request of the Administrative Director or Regional Associate Dean
• Develops presentation materials for the Regional Associate Dean
• Assists Regional Associate Dean and Assistant Deans with various faculty award nominations
• Researches and writes speeches, addresses and print messages for the Regional Associate Dean and other members of the senior leadership
• Provides speaking notes for guest speakers attending Island Medical Program events
• Conducts research and prepares statistical material for Regional Associate Dean

Websites 15%:
• Updates the Island Medical Program and the Division of Medical Sciences web sites
• Writes new material and refreshes existing material
• Maintains and updates existing social media tools (blog, twitter) for the Island Medical Program, and implements the use of new social media tools where appropriate.
• Develops related policies and procedures
• Consults with constituents and stakeholders on content
• Acts as the liaison with consultants and other freelance resources

Communications Planning 5%:
• Develops and implements communication plans for Island Medical Program and Division of Medical Sciences in consultation with the Administrative Director, Regional Associate Dean and other stakeholder groups
• Assists in communication planning activities for the UBC Faculty of Medicine Postgraduate programs on Vancouver Island as required
• Contributes to and provides communications support for IMP and DMS events
• Monitors and provides input into fiscal year expenditures related to the communications budget

Admissions 30%:
• Represents UBC Faculty of Medicine to prospective applicants, including answering inquiries (phone, email and via an on-line system).
• Interprets and applies knowledge and understanding of admission/program requirements and policies to prospective applicants, including guidance regarding program details, transfer credits, program pre-requisites, course equivalencies, deadlines and admissions process.
• Develops and implements the recruitment program at the high school and post-secondary level and helps to design strategies to attract prospective students to the IMP and the UBC MD Undergraduate Program
• Organizes and delivers IMP Information Sessions as well as participating in career fairs and other events applicable to Admissions such as the Interview Weekends
• Provides recommendations for the UBC Faculty of Medicine Admissions Office for their admissions procedure manual, other materials and websites
• Assists with specific Admissions tasks, such as file review or reference checks, as required
• Monitors and provides input into fiscal year expenditures related to IMP Admissions Budget
• Liaises with the UBC Faculty of Medicine Admissions Office, the site Admissions Coordinators for the day-to-day aspects of the on-site admissions process
• Attends regular admissions meetings primarily through videoconferencing, but may include travel to Vancouver
• Creates and maintains Admissions Records
• Develops IMP student information database
• Participates in planning for admission events as required (e.g. Indigenous Pre-Admissions Workshop)

Administration

5%

• Represents Island Medical Program on UBC Faculty of Medicine provincial initiatives)
• Represents Island Medical Program within UVic community
• Catalogues and manages the visual image library
• Liaises with IMP and DMS Development personnel
• Establishes committees or working groups as required
• Assists with special projects as required

4. Classification Factors:

Problem-Solving:
Is responsible for problem solving but is expected to raise significant issues/problems with the Administrative Director, the Regional Associate Dean or UBC Faculty of Medicine units (Communications and Advising) as appropriate for direction, advice and collaboration. Works both independently and within high-performing teams, which include medical professionals, researchers and others and is expected to find creative solutions to problems and issues.

Responsibility for Financial & Material resources:
There is no signing authority but the position is responsible for advising on and managing the IMP Communications and Admissions budget. This includes budget projections and monitoring all expenses against the approved budget. Responsible for accurate and regular budget reports.

Responsibility for Human Resources:
This position reports to the Administrative Director and does not provide supervision to other positions. The position oversees the work of others such as graphic designers, contract writers, photographers, in the development and production of communication or promotional materials. The incumbent will give direction to support staff assisting with specific tasks.

Impact of Decisions and Actions:
This position is responsible for the public face of the Island Medical Program and the Division of Medical Sciences both internally to UVic and externally to various stakeholder groups such as potential students. The incumbent will be working with partner agencies/institutions and decisions and interactions will have significant impact on the image and reputation of the Island Medical Program, UBC Faculty of Medicine and UVic.
Independence:
Responsibilities are clearly defined by the Regional Associate Dean, the Administrative Director and relevant UBC Faculty of Medicine departments (Communications and Admissions). The incumbent is expected to act in accordance with the general parameters. Independent decision will be required so good judgment will be important. As there are many details requiring decisions associated with this position, the incumbent has the authority to do so.

5. Summary of qualifications:

This position requires an undergraduate degree and 3 years of related professional experience in communications, public relations and/or academic admissions, and must include writing and editing for both print and web, web development and maintenance and public speaking

An equivalent combination of education and experience may be considered.

Knowledge requirements include:
- Experience, training and/or knowledge of web CMS is required
- Demonstrated understanding of medical terminology
- An understanding of University administrative processes and hospital/health authority structure and functioning
- Excellent knowledge of standard office technology and their application, such as MS Office Suite, calendar applications, web browsers and communication tools/social media.

Competency requirements include:(some examples include)
- Demonstrated organization skills, including prioritizing work and meeting deadlines while maintaining accuracy and detail
- Superior skills in verbal and written communication, including ability to deliver presentations
- Ability to exercise tact, discretion and good judgment and to relate to and work with a variety of stakeholder groups;
- Ability to work both independently and within an inter-institutional team environment and solve problems in a fast paced, high pressure environment; and
- Ability to build and maintain productive working relationships with all stakeholders
- Proven track record achieving project goals on time and produce deliverables of a high quality
- Ability to work effectively with a diverse population and with all levels of university personnel
- Demonstrated administrative and organizational skills

Assets or Preferences:
- Some experience with budget management
- Experience in Cascade

Employee's Signature:                  Date:

Manager's/Supervisor's Signature       Date: