

JOB DESCRIPTION

JOB TITLE	Employment Marketing Specialist
DEPARTMENT / PROGRAM AREA	Ontario Works
REPORTING TO	Supervisor of Employment and Client Outcomes
LOCATION	North Bay
WEEKLY HOURS OF WORK	35
SALARY GRADE	Band 6
DATE	January 2016

GENERAL PURPOSE

[Description of the purpose of the position, why does it exist what are key responsibilities?]

Under the supervision of the Supervisor of Employment and Client Outcomes, the Employment Marketing Specialist is responsible for identifying employment and community placement opportunities for participants in receipt of Ontario Works or Participants referred by ODSP. Through effective communication and marketing efforts the Employment Marketing Specialist will promote these Participants to Employers by means of successful job matching in collaboration with other Social Services Staff. As the primary contact for Employment Placement and Community Placement initiatives, the Employment Marketing Specialist is responsible to perform various administrative functions, secure placements, coordinate effective resolutions to issues as they arise and provide retention services to maximize sustainable employment outcomes. The Employment Marketing Specialist will also develop strategies for linking employers with OW participants across the District and provide recommendations on how to enhance service delivery.

KEY ACTIVITIES

[Name and list under each the key activities of the position and percentage estimate of time for each section.]

Job Development and Citizen Placement

Markets Ontario Works or ODSP Participants to employers through the promotion of available district employment and volunteer opportunities by:

- Engaging employers, community partners and business associations to develop and promote a district-wide listing of permanent, temporary, full-time and part-time job opportunities;
- Engaging employers in public or non-profit businesses/agencies to develop and promote a district-wide listing of community placement opportunities for Participants;
- Collaborating with other Employment Service Providers to coordinate community initiatives such as localized job related events and job fairs;
- Providing liaison between Social Services and the Employment Services Planning Table;
- Providing job links for participants by providing up-to-date information about opportunities to Social Services Staff and directly to participants;
- Establishing Placements in collaboration with Social Services Staff, and monitors participant progress during the placement period;
- Negotiating employer incentives and training plans for Placements that are within budget guidelines and obtaining final authorization for the expenditure of funds from Management;
- Works with for-profit, not-for-profit, charitable and government organizations to help develop paid or unpaid placements for Ontario Works participants;
- Providing human resource supports to employers and placement sponsors;
- Contributing to the development of other employment opportunities for participants as required.

50%

Employment Retention

Helps develop Employment Retention strategies to maximize sustainable employment outcomes for OW or ODSP Participants looking to obtain employment by:

- Providing participant training and individualized coaching both in office and on a Participant's worksite as necessary to assist Participants to understand and troubleshoot job loss indicators and the importance of retaining an employment position;
- Monitoring participant progress and case conferencing with other Social Services staff to develop solutions when the Participant, Employer or Sponsor identifies concerns related to the employment or placement;
- Developing individualized Retention Plans in collaboration with DNSSAB Staff with Participants to identify and resolve potential employment challenges that may arise;
- Acting as a direct liaison with Employers and Participants to mediate challenges and improve relationships when appropriate;
- Serves as a positive role model to Participants and Employers, modelling appropriate work skills, behaviour and social interaction.

35%

<p>Reporting, Time-Tracking, Fee Payments and other duties Carries out specified administrative functions related to the delivery of Employment Services by:</p> <ul style="list-style-type: none"> • Negotiating and Preparing Legal Agreements for final approval by Management; • Calculate and approve employment related benefits to Participants and employment placement incentives to employers in accordance to local policy and Provincial legislation; Completing reports in the event of accident or work related injury according to WSIB and insurance coverage requirements for all Placements when required; • Maintaining accurate records of all Employment and Community Placements, financial incentives and job retention; • Preparing additional reports about program operations as required by the Supervisor of Employment and Client Outcomes; • Supporting the work of Social Services to ensure employment outcomes and targets are achieved; • Contributing to the development and maintenance of a computerized statistical data capture and reporting system. 	10%
<p>Other duties Helps ensure that strategies for linking employers with OW or ODSP Participants seeking jobs are implemented consistently across the district by:</p> <ul style="list-style-type: none"> • Recommending enhancements to local policies or procedures; • Assisting with the development and delivery of job readiness programming, job retention workshops and job-specific training as required; • Disseminating information about employment, volunteer and training opportunities to Social Services Staff; • Attending Community Meetings as required and effectively interacting with Community Partners; • Developing marketing materials in collaboration with other DNSSAB Staff; • Participating in team meetings and training events as required for the development of employment planning; • Performing other duties and special projects as assigned; • Working within established local policy, guidelines and procedure;: • Presenting employment outcomes data to all staff on a Quarterly basis; • Working with Participants 1:1 as necessary. 	5%
<p>As a DNSSAB employee, the position is responsible for creating, maintaining and actively participating in a respectful workplace, that is free of all forms of harassment, discrimination and violence.</p>	

QUALIFICATIONS

- Post-Secondary Diploma in Marketing or related field or an acceptable combination of education and experience;
- One (1) to Two (2) years of experience in Economic/Employment Development or Human Resource Administration Services preferably in an Ontario Works environment;
- Demonstrated ability in developing partnerships and promoting values such as social inclusion resulting in citizen centred solutions;
- Demonstrated ability to work with diverse groups – including adults, youth, or other groups with specialized needs or barriers;
- Demonstrated ability in Marketing/Public Relations;
- Demonstrated ability to administer legal agreements;
- Demonstrated experience in some or all aspects of Job Search, Job Placement and Incentives or Job Retention including employment/coaching;
- Demonstrated understanding of community resources, programs and services;
- Excellent verbal and written communication skills, with experience in public speaking;
- Proficient in both official languages;
- Excellent motivational skills and conflict resolution skills; excellent customer service skills;
- Ability to work outside of regular working hours (some evening and weekend work is required from time to time) to be compensated in accordance with the collective agreement;
- Good working knowledge of Microsoft Office and the Windows operating environment;
- General knowledge of the local labour market;
- A valid Ontario Driver's License and a vehicle available for use on the job;
- Demonstrated respect of the confidentiality of participant-related information.

COMPENSABLE FACTORS

KNOWLEDGE

[This subfactor measures the general knowledge and specialized or vocational training necessary to perform the job duties in a satisfactory manner and has no relationship to the academic achievement of an employee. The degree levels are normally expressed in terms of formal education or equivalent. Similar levels of achievement can be obtained through related experience, courses or self-improvement.]

Two Years or equivalent.

EXPERIENCE

[Should be considered when the degrees of knowledge are established. It serves as a scale of measurement for the amount of practical experience that an average individual having the appropriate theoretical knowledge, specific education and specialized training, would require to be able to perform the job duties.]

Over one year, up to and including two years.

JUDGEMENT

[Measures the choice of action required in applying methods, procedures, or policies to complete the tasks.]

The job requires that changes be recommended to established methods or procedures. Work involves a choice of methods or procedures or sequence.

MENTAL EFFORT

[Measures the period of time wherein mental, visual and/or aural attentiveness is required on the job. Both the frequency and duration of the effort are to be considered.]

Frequent periods of intermediate duration.

PHYSICAL ACTIVITY

[Measures the physical activity by the type and duration required to perform the duties.]

Light activity of long duration.

DEXTERITY

[Measures the level of dexterity required by a job. The levels of manual dexterity are determined by considering the elements of speed and/or accurate hand/eye (or hand/foot) coordination. Movements can be either fine or coarse.]

Employee is required to perform tasks that demand the accurate co-ordination of coarse movements, where speed is a secondary consideration.

ACCOUNTABILITY

[Measures the effect of actions on others and covers the relationship between the nature of the work, the loss of time and resources and the effect of the work.]

Actions could result in a serious loss of time or resources, or cause significant embarrassment within the organization and have limited impact on its public image.

SAFETY OF OTHERS

[Measures the degree of care required to prevent injury or harm to others.]

Some degree of care required to prevent injury or harm to others.

SUPERVISION

[Measures the extent to which an employee is required to supervise the work of others such as students, employees (full-time, part-time, casual, etc.) of the employer, employees of other organizations.]

Supervisory responsibility is not normally part of the job requirement, but there may be a requirement to show others how to perform tasks or duties.

CONTACTS

[Measures the contacts necessary in communicating with others, be they fellow workers or members of the public. These communications may be in writing, or oral, including sign language, and carrying varying degrees of responsibility for the handling of contacts tactfully and harmoniously.]

Persuasive diplomacy required when either recommending, discussing to clarify information, or negotiating matters with others.

WORKING CONDITIONS

[Measures the type and frequency of disagreeable conditions under which an employee is required to carry out the job duties.]

Minor conditions of frequent exposure.