

**APPEAL OF POSITION CLASSIFICATION FOR EMPLOYEES COVERED  
BY UWOSA COLLECTIVE AGREEMENT  
(Reference Collective Agreement Article 44)  
Attention: Job Evaluation Appeals Committee**

**(A) Contact Information:**

Name of person requesting appeal: Pam Kenward  
Title: Communications Assistant  
Phone: 84560  
Email: pmcarthu@uwo.ca  
Department: Western Retail Services

**(B) Position Information:**

Current Incumbent: Pam Kenward  
Current Classification: Clerk 4, long service  
Classification Being Appealed: Salary Grade 9  
Date Evaluation Results Letter Received: February 18, 2010

**(C) Information Required For Job Evaluation Appeals Committee**

Reason for the appeal:

The position was re-evaluated as a Salary Grade 9... deemed a lateral move, with no increase. The increase in the positions work load, along with expectations and experience required to actually do the job, deserve an monetary increase or even a Salary Grade 10 listing. The position requires that I take on more tasks, on my own, than in previous years with minimal supervision but with no compensation for my commitment & hard work. When the position was new it was a Clerk 3, the education required was high school, this has not been upgraded but now the position has evolved into an entirely different job. Today, If the position was posted the education require would need to be a University degree in Communication & Marketing or equivalent. I was told to put my education in that field. According to the guidelines the education should be what the job requires not what the participant has. I also feel that when the PDQ was condensed & edited, by my supervisor, it lost the weight & urgency of what the real job involves. For these reasons, I ask that you re-evaluate the evaluation.  
Please contact me if you have any further questions or need any clarification.

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Supporting Information (Optional):

I interviewed for a position that was almost identical to my job a year & a half ago, it was a Salary Grade 10. The duties were aimed at a different clientele but the duties were the same.

**(D) Approvals:**

Signature of Person Appealing: Pam Kenward Date: Mar 1, 2010

*The appellant shall send one copy of the material to Human Resources and one copy to JEAC c/o UWOSA.*

## Donna Chute-Dolan

**From:** Steve Alb [salb@uwo.ca]  
**Sent:** Friday, April 23, 2010 7:38 AM  
**To:** 'Donna Chute-Dolan'  
**Subject:** RE: Questions for Clarification for JEAC Appeals Committee

Donna,

Here is the response to your questions.

1. Please elaborate on the type of experience necessary to perform this role.

Clerical experience, such as tracking expenses, keeping records, correspondence with vendors.

Some project and event implementation and retail experience are helpful, but not necessary.

2. Clarify what is meant by knowledge of University environment as listed under Section 5) Minimum Skills. Education. Special Training and/or Experience of PDQ.

Basic familiarity with Book Store mission and recognizes the different groups on campus being students, faculty and staff.

3. Clarify the responsibility of the role for the part-time intern staff and clarify work distribution responsibility indicated in Section 3) Supervisory Duties of PDQ.

There is no supervision of the part-time intern. Pam shows the intern how to enter names into our permission-marketing mailing list. Pam and the intern share office space and interact with one another about projects but the intern is hired by and takes their work direction only from the Communications Manager

Work distribution as it pertains to mailings include coordination and communication skills:

1. Professional mailing company: Communications Assistant contacts the mailing service to arrange delivery of the print material and the file with names and addresses and accurate timing.

2. Campus mailing: Communications Assistant makes arrangements with HR to provide labels and with our available staff to label, stuff envelopes and send out by campus mail.

4. Describe the level of involvement the incumbent has in creating and designing advertising and marketing materials, signage and merchandise and window displays.

The incumbent's primary responsibility is to ensure accuracy of copy, especially spelling, event details, and prices in marketing materials and to meet the deadlines.

To meet deadlines, the Communications Assistant initiates communication with managers and buyers to get information, including promotion items used in print ads (spelling, dates, locations).

Except for making print signs for store displays, minimal design or original copywriting responsibilities in advertising and marketing materials are the responsibility of the incumbent.

4/26/2010

The Communications Assistant works with The Book Store's Sales Lead to originate themes and create window displays, drawing on current products, such as books and clothing, and relevant campus or seasonal activities, twice monthly

It is staff within Graphic Services that design the ads, both print and digital in our communications, not Pam. The Graphic Services staff create original custom designs, which Pam will customize for a variety of purposes (i.e. London Reads events).

For digital signage, the bulletins are either templates included in the software program or slides formatted in PPT. The "design" element is adding images, like book covers or author photos, along with the copy to the slide. The Communications Manager provides the ideas for content, such as vendor ads or for WRS promotions.

For templates, the Communications Manager gives Pam the copy and she produces the slide and uploads it to the playlist. She is responsible for looking after the playlist, such as uploading, timings, but little if any content originates from her.

Steve

*Steve Alb, Director  
Western Retail Services  
519-661-4293  
salb@uwo.ca*

**From:** Donna Chute-Dolan [mailto:perdec@uwo.ca]  
**Sent:** April-15-10 9:15 AM  
**To:** Steve Alb; ccyoung@uwo.ca  
**Subject:** Questions for Clarification for JEAC Appeals Committee

The Job Evaluation Appeals Committee had some difficulty interpreting parts of Pam Kenward's PDQ so decided that it would be best to come back to you for clarification.

Please answer the following questions from the committee and the committee will then meet a second time to consider the appeal.

Donna Chute-Dolan  
Human Resources Consultant (Salary Administration)  
Human Resources Division  
The University of Western Ontario  
Support Services Building, Room 5100  
London, Ontario N6A 3K7  
519-661-2111 Ext 85558

The JEAC Appeals Committee is submitting the following questions for clarification on Pam Kenward's job description.

1. Please elaborate on the type of experience necessary to perform this role.
2. Clarify what is meant by knowledge of University environment as listed under Section 5) Minimum Skills,

4/26/2010

Education, Special Training and/or Experience of PDQ.

3. Clarify the responsibility of the role for the part-time intern staff and clarify work distribution responsibility indicated in Section 3) Supervisory Duties of PDQ.

4. Describe the level of involvement the incumbent has in creating and designing advertising and marketing materials, signage and merchandise and window displays.

**Donna Chute-Dolan**

**From:** Pam Kenward [pmcarthu@uwo.ca]  
**Sent:** Monday, April 26, 2010 12:25 PM  
**To:** 'Donna Chute-Dolan'  
**Subject:** FW: Questions for Clarification for JEAC Appeals Committee

Hi Donna,

Here are my answers

Thanks

Pam

**From:** Donna Chute-Dolan [mailto:perdec@uwo.ca]  
**Sent:** April 15, 2010 2:42 PM  
**To:** Pam Kenward  
**Subject:** Questions for Clarification for JEAC Appeals Committee

The Job Evaluation Appeals Committee (JEAC) had some difficulty interpreting parts of your PDQ so decided that it would be best to seek clarification.

Please answer the following questions from the committee and the committee will then meet a second time to consider the appeal. Please note that these same questions have been forwarded to Steven Alb and Carolyn Young - per the Job Evaluation Appeals Committee Process all responses received will be copied to both parties as well as to all members of JEAC

The Job Evaluation Appeals Committee is submitting the following questions for clarification on Pam Kenward's job description.

1. Please elaborate on the type of experience necessary to perform this role.

2. Clarify what is meant by knowledge of University environment as listed under Section 5) Minimum Skills, Education, Special Training and/or Experience of PDQ. I have indicated that the incumbent will be responsible for understanding the University's work environment. This information is from the University's website and is available to all staff. I have also indicated that the incumbent will be responsible for understanding the University's work environment. This information is from the University's website and is available to all staff. I have also indicated that the incumbent will be responsible for understanding the University's work environment. This information is from the University's website and is available to all staff.

3. Clarify the responsibility of the role for the part-time intern staff and clarify work distribution responsibility indicated in Section 3) Supervisory Duties of PDQ. I have indicated that the incumbent will be responsible for the part-time intern staff. This information is from the University's website and is available to all staff. I have also indicated that the incumbent will be responsible for the part-time intern staff. This information is from the University's website and is available to all staff.

4. Describe the level of involvement the incumbent has in creating and designing advertising and marketing materials, signage and merchandise and window displays. I have indicated that the incumbent will be responsible for creating and designing advertising and marketing materials, signage and merchandise and window displays. This information is from the University's website and is available to all staff. I have also indicated that the incumbent will be responsible for creating and designing advertising and marketing materials, signage and merchandise and window displays. This information is from the University's website and is available to all staff.

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519-661-2111 Ext 85558

**UWOSA JOB EVALUATION RECORDING FORM**

**Office Support Plan**

(APPEAL)

**Dept:** Western Retail Services - Book Store  
**Dept. Num.** 510100  
**Incumbent:** Pam Kenward  
**Citite Mem.Present:** UWOSA: K. Foullong, L. Johnson, M. Parker,  
 ADMIN: J. Asuncion, C. Bumbacco, C. Zrini

**Job Title:** Marketing Assistant

**Eval. Date:** Apr-10

I	FACTOR	COMMENTS	SUB FACT	DEGREE	PTS	Profile			
						-	=	+	
I	Job Knowledge	High School requirement Learning - 1 year cycle. Transportable skills. Knowledge of university environment	Educ	2					
			Exper.	F	85				
II	Initiative	Minimal supervision. Works independently. Defined tasks and methods		3	35				
III	Complexity/Judgement	Mostly standard, defined. Some variety		3	25				
IV	Contacts	Some external - publishers. Internal UWOSA		3	45				
V	Errors	Visible outside unit		2	20				
VI	Supervision of Others	No supervision	Char.	1					
			Scope	Any	5				
VII	Effort/Demands	Mental, visual concentration. Display set-up. High volume periods		2	30				
VIII	Physical Environment	Normal office		1	10				

CLASSIFICATION ASSIGNED

Total Pts: **255**

Group: \_\_\_\_\_ Salary Grade \_\_\_\_\_

Level: \_\_\_\_\_ 9 \_\_\_\_\_

Co-Chair Signatures: UWOSA: Mike Parker

ADMIN: Connie Zrini

**POSITION DESCRIPTION  
QUESTIONNAIRE**

**THE UNIVERSITY OF WESTERN ONTARIO  
EMPLOYEE RELATIONS**

**PRESENT INCUMBENT  
SURNAME**

**INITIALS**

**POSITION IDENTIFICATION  
DEPT. NO P.S. JOB CODE**

Kenward

P.M.

SA4X08

**BASIC POSITION INFORMATION**

**DEPT. NAME** Western Retail Services

**SECTION NAME** Communications

**LOCATION** GSB

**WORK WEEK HRS.** 35

**SUPERVISOR SURNAME** Carolyn Young **INITIAL** \_\_\_\_\_ **PHONE** 88251

FOR SALARY ADMINISTRATION USE			
CLASS'N	<u>Marketing Assistant S G 9</u>		
CLASS'D	<u>Feb/10</u>	EFFECT	<u>Feb 1/10</u>
	Date		Date
ANALYST	<u>D.C.D.</u>		

- 1) PLEASE LIST AND DESCRIBE YOUR MAJOR DUTIES WITH AN APPROXIMATE ANNUAL PERCENTAGE OF TIME SPENT ON EACH. USE SPECIFIC TERMINOLOGY PERTINENT TO THIS POSITION; PROVIDE EXAMPLES (E.G. TESTS, PROCEDURES, ETC.) AND CLARIFY YOUR INVOLVEMENT IN EACH DUTY (RE. SUPERVISE IT, DO IT, PARTICIPATE IN IT, ETC.)

NO.	MAJOR DUTIES	%
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Assists the Communications Manager with all aspects of Communication and Marketing for Western Retail Services (WRS), which includes The Book Store, Computer Store, Graphic Services and Books Plus.

**Advertising and Marketing** **65%**

**Communications**

- Design and create advertising and information bulletins for Western Retail Services, as well as campus departments and off campus vendors on digital media screens.
- Responsible for configuring the channel player layout settings to display content for playlists and stream relevant information from the Internet.
- Daily manage, upload and schedule the digital screens with current and upcoming playlists, screen displays and content layouts.
- Daily manage and update The Book Store facebook page with current and relevant images and information. Monitor for customer comments and/or questions.
- Layout, schedule and coordinate weekly website updates for the five Book Store web pages. Provide follow up for corrections to copy.
- Gather content and compile current information to create the monthly events calendar.
- Provide content and copy to the graphic designers for print ad design for various events. i.e. ring days, holiday sale, annual trade shows, faculty author reception, textbook buyback.
- Initiate and coordinate the production and distribution of the Events That Matter permission marketing emails i.e. monthly calendar of events, sales and procedure notifications.
- Create and provide Western Retail Services advertising slides for the monthly ads running on Western film pre-show screens.

**Signage**

- Design, create and proof read store signage and all event signage using a combination of design programs. i.e. Autumn Writes, London Reads, holiday sale, store hours, sales and stock promotions.

**Budget**

- Create files and track expenses in Excel to monitor all advertising, donations and event expenditures.
- Calculate monthly and annual totals, by specific department, for comparison to previous year's totals.
- Reconcile advertising account monthly and annually with PeopleSoft statements to ensure budgetary guidelines are met.
- Summarize individual event expenses and evaluate current year's totals with previous to assess growth.
- Gather and compile invoices, ad tear sheets and journal entries for submission to vendors for co-operative advertising claims.
- Follow through with claims to ensure revenue is collected in timely fashion and deposited into the correct account.
- Analyze alternatives to creatively cut expenditures without compromising on impact.

**Promotions**

- Compile and update information and promotional materials, including coupons and Western Retail Services bulk mailings. i.e. convocation for approx. 7000 recipients.
- Create and layout merchandise displays for The Book Store main windows and various other windows across campus using current themes and upcoming events.

**Events Execution**

**20%**

- Anticipate in advance and assist in event execution, at least one event each month, from planning stages, to project scheduling, to event support including, booking venues, catering and external support. i.e. countdown weeks, faculty author reception, ring days and all store sale events
- Organize and assist in all aspects of planning staff events. i.e. meetings, workshops or recreational. Ensure props are reserved, delivered and returned.

**Staff Communications**

**15%**

- Through effective communications ensures staff knowledge of current and upcoming promotions and events.
- Initiate regular communication with store managers, campus department managers and our off campus vendors to coordinate details and requirements for upcoming events.
- Provide excellent customer service in person, by phone or email to customer, campus and public sector enquiries.
- Assist in the development of current and new communication procedures.

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**NO. OTHER DUTIES (less than 10%)**

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- Scheduling of staff and volunteers for holiday sale participants.
- Replenish gifts for donations annually.
- Provide across campus signage for store hours and event information.
- Provide guidance and assistance to part time intern staff when needed.

2) **PLEASE COMPLETE THE FOLLOWING TABLE CONCERNING STAFF MEMBERS WHO REPORT DIRECTLY AND FORMALLY TO YOU.**

Classification/Rank (eg. Clerk I)	RF/RP Pos'n No.	For CW or TM Staff-employed		Responsible for (eg. Filing records...) (month)
		From (month)	To	

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3) **PLEASE CHECK THE SUPERVISORY DUTIES WHICH YOU PERFORM REGULARLY.**

- Training and guidance for new employees
  - Work distribution and/or verification of results Large mailings
  - Performance review and salary recommendations
  - Hiring and firing; please describe the degree of your involvement:
-

4. IF YOU **COMPOSE** (originate) WRITTEN MATERIAL, PLEASE COMPLETE THE FOLLOWING TABLE:

Type of Composition	Method of Composition	Brief Description of Content
Correspondence <input checked="" type="checkbox"/>	x	Complete Composition
	x	Partial composition with general direction (verbal or written)
	x	Prescribed format
1. Content for the digital signage, email notifications to subscribers, internal messages to campus departments and staff. 2. Notifications to publishers regarding co-op and advertising payments. 3. Request letters to suppliers for promotional product for store use and giveaways. 4. Store and event signage. 5. Update web pages and facebook pages.		
Reports: <input checked="" type="checkbox"/>	x	Complete composition
	x	Partial composition
	_____	Prescribed format
Advertising spreadsheets, and cooperative claims and event expense summaries.		
Other: <input checked="" type="checkbox"/>	_____	Complete composition
	x	Partial composition
	x	Prescribed format
Proof read copies, supply ad content to graphic designers.		

5) WHAT ARE THE **MINIMUM** SKILLS, EDUCATION, SPECIAL TRAINING AND/OR EXPERIENCE **REQUIRED** TO PERFORM SUCCESSFULLY THE DUTIES OF THIS POSITION?

Ability to effectively prioritise projects and work to multiple deadlines simultaneously.  
 Ability to work in a team and independently with little supervision.  
 Interpersonal skills including tact, discretion, patience, confidentiality and professionalism.  
 Proactive communicator demonstrating initiative.  
 Advanced computing skills including Microsoft Word, Excel, Powerpoint, Visix/Axis TV, MS Publisher, Adobe CS3, Photoshop and Illustrator. Dreamweaver CS3 knowledge is useful for updates to websites.  
 Ability to learn new applications.  
 Excellent written and verbal skills.  
 Strong organizational skills.  
 High school graduate.  
 Knowledge of university environment.

6) PLEASE DESCRIBE THE **NATURE** AND **FREQUENCY** OF THE SUPERVISION YOU RECEIVE.

Minimal (as needed) check-ins.  
 Team meetings prior to events, planning phases and periodical check-ins to update other team members

## 7) WHAT TYPES OF PROBLEMS OR INQUIRIES ARE YOU EXPECTED TO DEAL WITH ON YOUR OWN?

Following up on outstanding co-operative advertising queries from publishers and customers.  
 Ensure accurate and current information is being displayed on digital screens, facebook and website.  
 Initiate regular website updates; identify website changes/corrections to the Technical support team.  
 Provide solutions and resources for last-minute adjustments at events and promotions. i.e. staffing changes, author requests.  
 Follow through with communication manager's requests regarding events or database to glean specific data.

## 8) WHAT TYPES OF PROBLEMS OR INQUIRIES MUST BE REFERRED TO ANOTHER SOURCE FOR SOLUTION?

Complications related to projects initiated by another Western Retail Services department or another manager.

9) WHAT ACTIVITIES DO YOU PLAN OR ORGANIZE? PLEASE INDICATE THE LENGTH OF TIME INVOLVED (e.g. daily planning of assigned work, monthly ...)

- Identify priorities daily.
- Assess content on digital screens daily/weekly/monthly and adjust when needed.
- Review content on facebook page and web pages, daily.
- Assist in planning and support of staff meetings, twice annually.
- Arrange and assist in seasonal promotions from initial idea, execution and evaluation. ie breast cancer campaign, sales and events, monthly and annually.
- Window displays for the store windows and various locations on campus.
- Book for placement of newspaper ads and design, varies sometimes monthly, or as needed.
- Maintain all data files and create new files and spreadsheets, as needed.
- Convocation mailing, scheduled twice annually.

10) PLEASE COMPLETE THE FOLLOWING TABLE CONCERNING YOUR MOST IMPORTANT CONTACTS (in person, by telephone, or in writing). PLEASE EXCLUDE CONTACTS WITH YOUR SUPERVISOR AND YOUR SUBORDINATES. INCLUDE GROUPS AS WELL AS INDIVIDUALS.

CONTACT'S TITLE COMMUNICATION (e.g. Purchasing Agents)	LOCATION (inside outside) dept dept	FREQUENCY (dly wkly mthly)	PURPOSE OF THE (e.g. to provide information concerning...)
Publishers	External	wkly/monthly	Co-op, follow up to revenue claims
Customers	External/Internal	wkly/monthly	Signs, memos, promotions, donations
Staff	Internal	daily	Signs, memos, promotions
Graphic Designers	Internal	daily/weekly	Ads, publication and promotional design
Advertisers/Vendors	Internal/External	weekly/monthly	Digital sign ad placement, event promo
Media Studies Intern	Internal	weekly	Position guidance i.e. data input, event clarification

THIS COMPLETED QUESTIONNAIRE IS AN ACCURATE DESCRIPTION OF THE WORK BEING PERFORMED.

Staff Member:

Present Classification Assistant Signature [Signature] Date Jan 15/10

Supervisor:

Signature [Signature] Date Jan. 15/10

**POSITION DESCRIPTION  
QUESTIONNAIRE**

**The UNIVERSITY of WESTERN ONTARIO  
EMPLOYEE RELATIONS DEPARTMENT**

**A. PURPOSE**

University Personnel Policy requires the maintenance of up-to-date job information on all staff positions for use in job evaluation and other programs (e.g. staffing, orientation, etc.) This form is designed to encourage direct participation by the staff member in providing information about the position. Your co-operation in completing the attached questionnaire is appreciated.

**B. USE**

This Questionnaire **must be used** to describe all staff positions covered under the U.W.O. Staff Association. Should you require assistance in completing this form, contact Human Resources at extension 82194.

**C. INSTRUCTIONS**

1. The information must be authorized (signed & dated) by both the staff member, the immediate supervisor, and the Dean or Director before it is forwarded to the Salary Administration in the Human Resources Department.
2. The following table may be helpful in determining annual time percentages:  

1 hr/day (14%)	1 day/week (20%)	1 day/year (0.4%)
1 hr/week (3%)	1 day/month (4.5%)	1 week/year (2%)
3. If necessary, please attach an extra page for additional information which you feel is required to provide a complete understanding of your position.

**D. NOTES**

1. A change in duties and/or responsibilities does not automatically imply a change in classification and salary.
2. A job description is not intended to measure an increase in the volume of work; rather it should only reflect the areas of responsibilities and the nature of duties.

Please complete below and forward with the Questionnaire.

**Reason(s) for requested review**

- Classify new position
- Change in responsibilities
- Check current classification
- Update your records

**Routing approvals: I agree that this review is required**

- Immediate supervisor Carolyn Young 
- Department Head 
- Dean's Office \_\_\_\_\_
- Date Jan 15 / 10