

107-2000

**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: **Renata Mak**  
Title: Admission and Marketing Representative  
Phone: 661-4130  
Email: rmak@ivey.uwo.ca  
Department: Ivey Business School

**(B) Position Information:**

Current Incumbent: Renata E. Mak  
Current Classification: S.G. 11  
Classification Being Appealed: S.G.10  
Date Evaluation Results Letter Received: Wednesday, May 31, 200

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

Reason for the appeal:

The reason for my appeal is that the information submitted with my job evaluation was not complete. Following please find additional information, previously discussed with my supervisor, to be added to my job description:

- Incumbent is a main contact within the EMBA team for the Program Director and takes responsibility for arranging his interview appointments with VEMBA candidates, for his travel arrangements to information sessions and any other details pertaining to his role as VEMBA Program Director.
- Incumbent takes a leading role in providing professional marketing of the EMBA AC program in order to attract and successfully recruit highly qualified, middle to senior level corporate executives, entrepreneurs and professionals.
- Responds to customer inquiries by phone and in writing. Identifies individuals whom the Ivey school wishes to have apply to the EMBA program (i.e., qualified candidates with a high GMAT score) and markets to them directly.
- Incumbent represents the Ivey School at information sessions. She complements and promotes the reputation and image of the Ivey School. Serves as an administrative support to the Program Director at the session and provides information to the participants in the informal way.

Supporting Information (Optional): \_\_\_\_\_

Job Description - R.Mak  
\_\_\_\_\_  
\_\_\_\_\_

(Attach an additional page if more space is required)

(D) Approvals:

Signature of Person Appealing: *Levonte Jof* Date: *June 7, 2000*

**Please forward form to JEAC c/o Department of Employee Relations, Room 262, SLB**

<input checked="" type="checkbox"/> Employee	<input checked="" type="checkbox"/> Supervisor
<input checked="" type="checkbox"/> Dean (or designate)	<input checked="" type="checkbox"/> Budget Unit Head (or designate)
	<input checked="" type="checkbox"/> UWOSA

2000/01/12

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# Memo

**To:** Bob Baron, Employee Relations  
 cc. Donna Chute-Dolan, Julie Doran, Michael Pearce, Paul Bishop, Murray Bryant

**From:** Marilyn Nash, Director - Executive MBA Program Services MN,

**Date:** 06/14/00

**Re:** Appeal of Job Classification by Renata Mak

As Renata Mak's supervisor, I have received a copy of her recent Job Classification appeal and would like to add the following comments for the Appeal Committee process.

### Position Title

I would like to provide an explanation of the position title "Admissions and Marketing Representative" within a university context. The title was developed to position the incumbent with prospective candidates for the Executive MBA Program, and those candidates are almost exclusively from the corporate world. This position is similar to that of a company sales representative; a person with in-depth knowledge of the organization, its core competencies and its competitive position in the marketplace, along with in-depth factual knowledge of the product on offer. The incumbent is not an Admissions Officer, in the university definition of that role, as she does not make admissions decisions, nor provide career or guidance counselling.

### Position Responsibilities

The incumbent may be asked to accompany and assist the Program Director at recruiting information sessions. She is there as a knowledgeable resource to answer questions about the Ivey School and the Executive MBA Program. The incumbent does not participate in the formal presentation.

### Experience in Role

There are two Admissions and Marketing Representative positions in the EMBA Program Office structure. One incumbent has been in the role for the past 8 months. As these positions were new to my department, the incumbent and I agreed to wait until she had some experience in the role before writing the job description. We worked on it together and my understanding is that Sharon Swallowell is in full agreement with both the job description and the classification level for the position. After a year's academic leave, Renata Mak returned to work 6 weeks ago and is, in my opinion, still fairly new to the role.

The job descriptions for all of the UWOSA positions in the EMBA Program Office were re-written and reviewed at the same time. I consider the resulting classifications to be a fair reflection of each position's responsibilities and the overall result is an appropriate balance of the department's structure. I hope my contribution helps the Appeal Committee and if you need any other information please don't hesitate to contact me directly.

**Subject:** [Fwd: Memo re Renata Mak's Appeal]

**Date:** Tue, 11 Jul 2000 09:04:02 -0400

**From:** Donna Chute-Dolan <perdec@julian.uwo.ca>

**Organization:** University of Western Ontario

**To:** Connie Zrini <czrini@julian.uwo.ca>, debbie <debbie@housing.uwo.ca>, mbroadfo <mbroadfo@julian.uwo.ca>, sdemaray <sdemaray@julian.uwo.ca>, "Valerie.Smith" <Valerie.Smith@lhsc.on.ca>, jsparks <jsparks@julian.uwo.ca>, bumbacco <bumbacco@housing.uwo.ca>, Corinne Bender <bender@stats.uwo.ca>

I was asked last week to obtain additional information on Renata Mak's position - what issues are involved in the supervision she receives. Marilyn Nash has provided some examples of the types of things Renata would need to consult Marilyn or the Program Director (a faculty member) on. I have attached Marilyn's email - let me know if you have problems opening it.

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**Subject:** Memo re Renata Mak's Appeal

**Date:** Mon, 10 Jul 2000 13:06:19 -0400

**From:** "Nash, Marilyn" <mnash@ivey.uwo.ca>

**To:** "perdec@julian.uwo.ca" <perdec@julian.uwo.ca>

**CC:** "Nash, Marilyn" <mnash@ivey.uwo.ca>

<<Renata's Appeal memo 2.doc>>

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Marilyn Nash  
Director EMBA Program Services  
Richard Ivey School of Business  
London, Ontario, Canada  
Tel: 519.661.3887 ~ Fax: 519.850.2341  
click here for our website <http://www.ivey.uwo.ca/emba>

|                                                                                                                |                                                                                                                                                                                        |
|----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  Renata's Appeal memo 2.doc | <b>Name:</b> Renata's Appeal memo 2.doc<br><b>Type:</b> Microsoft Word Document (application/msword)<br><b>Encoding:</b> base64<br><b>Download Status:</b> Not downloaded with message |
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# Memo

**To:** Donna Chute-Dolan, Employee Relations  
**From:** Marilyn Nash  
**Date:** 07/11/00  
**Re:** Questions regarding appeal by Renata Mak

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In response to your question regarding Renata Mak's responsibilities, I can provide the following information.

Consultation would be required with the Program Director, or myself, on the following issues:

- Materials to be included in information session packages
- Location, timing and frequency of information sessions
- Development of timeline for direct mail. All form mailing letters are written at the beginning of the recruiting season.
- Need or requirement to attend information sessions
- Complex questions or requests for specific detailed information on the program from prospects
- Questions concerning site capacity and management of offers made to candidates once a site is near to full

IVEY SCHOOL OF BUSINESS

EMAIL: MNASH@IVEY.UWO.CA ♦ FAX:  
519.850.2341

**Subject: [Fwd: [Fwd: Questions/JEAC.]]**

**Date:** Fri, 07 Jul 2000 11:56:44 -0400

**From:** Donna Chute-Dolan <perdec@julian.uwo.ca>

**Organization:** University of Western Ontario

**To:** Connie Zrini <czrini@julian.uwo.ca>, debbie <debbie@housing.uwo.ca>, bender <bender@julian.uwo.ca>, mbroadfo <mbroadfo@julian.uwo.ca>, sdemaray <sdemaray@julian.uwo.ca>, "Valerie.Smith" <Valerie.Smith@lhsc.on.ca>, jsparks <jsparks@julian.uwo.ca>, bumbacco <bumbacco@housing.uwo.ca>

Renata's position was previously a Salary Grade 11, it went down to a Salary Grade 10 during the recent evaluation of the whole section. What has basically happened was that they started out with a few people doing many things but as the number of programs expanded (and the number of students enrolled in each of the programs also went up) they decided to make the jobs more specialized - we now have more people in the department who are involved in fewer of the activities of the department - each has her own area of specialization.

I will follow up with the supervisor to get more information on the supervision received.

I noticed that in the emails which Bob forwarded to me today that Chris Bumbacco was not copied on some of them - please check your email Address Book to ensure that Chris is included in your JEAC List. Chris, I will send you copies of the emails which you missed.

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**Subject: [Fwd: Questions/JEAC.]**

**Date:** Fri, 07 Jul 2000 10:47:36 -0400

**From:** Bob Baron <perrlb@julian.uwo.ca>

**Organization:** University of Western Ontario

**To:** Donna Chute-Dolan <perdec@julian.uwo.ca>

Here's a another question!!

Bob

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**Subject: RE: Questions/JEAC.**

**Date:** Fri, 7 Jul 2000 10:30:23 -0400

**From:** "Corinne Bender" <bender@stats.uwo.ca>

**To:** "J. Sparks" <jsparks@julian.uwo.ca>, <perrlb@julian.uwo.ca>

**CC:** <debbie@housing.uwo.ca>, <bender@julian.uwo.ca>, <mbroadfo@julian.uwo.ca>, <sdemaray@julian.uwo.ca>, <Valerie.Smith@lhsc.on.ca>, <czrini@julian.uwo.ca>

Hi Bob:

I'm confused why the R. Mak position is currently an SG11 and an SG10 is being appealed.

What issues are involved in the "direct [and daily] supervision" the incumbent gets from supervisor.

Thanks,  
Corinne





- 3. Professionally and knowledgeably counsel potential candidates to help them determine their suitability for the EMBA program and to attract the best candidates to Ivey. 25%
- Manage the EMBA database by maintaining its integrity and structure to ensure that it is effectively and maximally utilized. 5%

**MAIN ACTIVITIES AND RESPONSIBILITIES**

- Working closely with Ivey Marketing Department, monitor the development and delivery of collateral materials (brochures, videos, etc.) against an agreed timeline.
- As primary contact with the mailing house, establish and monitor quality standards, timely delivery of assembled packages and inventory levels.
- Manage reservations, set-up and delivery details, with hotels in cities across Canada for recruiting information sessions and special events, ie. EMBA Alumni Receptions. This may include travel and accommodation arrangements for the Program Director or the Ivey representative making the presentation.
- Design, produce and distribute information session flyers.
- Develop a timeline for direct mail initiatives and ensure timely implementation.
- Produce a weekly Application Summary for the Dean's Office and Program Directors.
- Represent the Ivey School at information sessions, special events and conventions as an information resource.
- Generate tracking reports after each round of information sessions and identify prospects for follow-up.
- Monitor invoices for accuracy and update budget with marketing and program costs.
- Respond to inbound telemarketing calls in a knowledgeable, professional manner and provide information on admission criteria, schedule, program delivery and section options.
- Initiate outbound telemarketing calls to provide prospective candidates with additional information and encouragement to begin the application process, if appropriate.
- Arrange class visits for prospective candidates.
- Manage the Executive MBA database by maintaining its integrity and structure to ensure that it is effectively utilized.

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

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- Train and educate EMBA program office staff in the effective use of the current contact management database (Maximizer).
- Provide administrative support to the Director - Program Services on a variety of daily activities, as required.
- Provide administrative support for special projects related to the EMBA Program Office.

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

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

N/A

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

- Training and guidance for new employees
- Work distribution and/or verification of results
- 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                                                                |
|-----------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
|                                                     | X Complete Composition                                                                | E-mails to potential applicants re: application process, program questions.                 |
| Correspondence: <input checked="" type="checkbox"/> | X Partial composition with general direction (verbal or written)<br>Prescribed format | Letters to potential applicants re: upcoming events (Alumni Recep, GMAT prep course, etc.). |
| Reports: <input checked="" type="checkbox"/>        | Complete composition<br>Partial composition ...<br>X Prescribed format                | Summary of applicant pool and summary of information session attendees.                     |
| Other: <input type="checkbox"/>                     | Complete composition<br>Partial composition ...<br>Prescribed format                  |                                                                                             |

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

The Admissions & Marketing Co-ordinator must be professional, articulate, positive and enthusiastic, with the ability and desire to be successful in a sales and marketing function. Excellent verbal and written communication skills, and a professional telephone manner are essential. This position requires an extremely organized individual who is able to function effectively in a fast-paced environment and to manage multiple tasks with critical deadlines. A commitment to exceptional customer service is essential. The individual must be a team player, prepared to work cooperatively in an integrated team environment, actively promoting the Executive MBA program.

#### MINIMUM REQUIREMENTS

- At least one of the following qualifications; an undergraduate degree, a college diploma in an area relevant to the position, a proven track record in a sales and/or marketing function.
- A minimum of 5 years work experience in a service and team-oriented environment
- Database management experience
- Strong computer skills (Windows, Microsoft Office, Excel)

- Available to work overtime during peak periods with vacation restrictions at certain times of the year
- Willing and able to travel
- Valid driver's license and access to a car

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

Receive direct supervision from Director, EMBA Program Services and Program Directors (Mississauga and Across Canada sections) on a daily basis.

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

- Inquiries from individuals about the program.
- Inquiries from individuals regarding the application process.
- Determining appropriate locations for information sessions.

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

- Any decisions dealing with the budget.

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

- Information sessions (1 round per month - December to May) for Mississauga and Across Canada sections. On average, this will take approximately 1 - 1 ½ days per month for each section to determine hotels to be used, make calls to hotel contacts, discuss arrangements, review and sign contracts, and send materials.
- Information session travel arrangements for Across Canada Program Director. Usually takes 1 - 2 hours per month to contact travel agent, discuss details, have details approved by Program Director, and contact travel agent with final confirmation.
- Special events such as Alumni Receptions. Length of time involved depends on complexity of arrangements (booking hotels, materials, contact list, correspondence). These events usually take place during one or two months of the recruiting season.
- Arrange class visits for potential applicants. This process usually takes up at least one half day each week. Process includes providing choice of days, ordering materials, putting package together with materials, letter, name tag and seatcard, and following up after visit.

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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<br>(e.g. Purchasing Agents) | LOCATION<br>(inside outside)<br>dept dept | FREQUENCY<br>(dly wkly mthly) | PURPOSE OF THE COMMUNICATION<br>(e.g. to provide information concerning...) |
|---------------------------------------------|-------------------------------------------|-------------------------------|-----------------------------------------------------------------------------|
|---------------------------------------------|-------------------------------------------|-------------------------------|-----------------------------------------------------------------------------|

Internal

- Reports to the Director, EMBA Prog. Services      Daily      Info concerning progress in recruiting.
- Works closely with:
- Program Director – Mississauga Section      Daily      Info concerning recruiting, info sessions.

- Program Director – Across Canada Section      Daily      Info concerning recruiting, info sessions.
- Executive MBA Class Managers (4)      Daily      Applicants and application process.
- Ivey Marketing Department      Weekly      Information session details.
- Interacts with Ivey staff and faculty      Weekly      Finance department re: hotel payments, GMAT prep payments. Admin support and faculty re: general questions (account #'s, program details, etc.).

External

- Potential EMBA candidates; typically middle to senior corporate managers and professionals      Daily      Answer questions re: program, provide assistance with application process, provide additional information (finance pkgs, corporate sponsor booklets, GMAT prep info., etc.).
- Human resource professionals and corporate sponsors      Monthly      Provide information packages and answer program questions that sponsor have.
- Mailing house      Monthly      Co-ordinate marketing materials (brochures, packages).
- Suppliers involved in development and production of marketing materials      Monthly  
\*most contact takes place during the early part of the recruiting season      Proofread, provide quantities, co-ordinate delivery of materials.
- Hotels and caterers for Information Sessions      Monthly      Determine availability of rooms with hotel Sales staff, discuss details, review and return contract.

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

Staff Member:

Present Classification \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Supervisor:

Signature \_\_\_\_\_ Date \_\_\_\_\_