Treasury Board Conseil du Trésor of Canada du Canada

Ottawa, Canada

DATE: October 4, 1993

TO: Directors of

Personnel and

Chiefs of

Classification

SUBJECT: Change of Name of

the Home Economics Group to Nutrition and Dietetics Group

Effective immediately, at the request of the Professional Institute of the Public Service of Canada, the name of the Home Economics Group will be changed to Nutrition and Dietetics. This new name should be reflected in all future documents referring to this group and is consistent with the nature of the work of the majority of employees in the group. Classification standards, codes and other documents will not be changed at this time, but will change gradually as the Classification Simplification project is implemented.

DATE: le 4 octobre 1993

AUX: Directeurs du

personnel et Chefs de la classification

OBJET: Changement du nom du

groupe des sciences domestiques en celui

de groupe de nutrition et diététique

À la demande de l'Institut professionel de la fonction publique du Canada; le nom du groupe des sciences domestiques sera changé en celui de groupe de nutrition et diététique. Ce changement entre en viqueur immédiatement. Dorénavant, tous les documents se rapportant au groupe devront porter ce nouveau nom qui correspond à la nature du travail qu'accomplissent la majorité des employés du groupe. Les normes'de classification, codes et autres documents ne seront pas changés immédiatement, mais ils changeront graduellement au fur et à mesure de la mise en oeuvre du projet de simplification de la classification.

Le secrétaire adjoint, Division de la classification, de la parité salariale, et de l'administration de la paye

Lise Ouimet

Assistant Secretary

Classification, Equal Pay, and Pay Administration Division

**CLASSIFICATION STANDARD** 

**HOME ECONOMICS** 

**SCIENTIFIC AND PROFESSIONAL CATEGORY** 



# **CLASSIFICATION STANDARD**

HOME ECONOMICS

SCIENTIFIC AND PROFESSIONAL CATEGORY

Issued by:

Classification, Human Resources Information Systems and Pay Division Personnel Policy Branch 1986



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#### I NTRODUCTI ON

This standard describes the classification plan to be used to determine the level of jobs allocated to the Home Economics Croup comprising the Advisory, Dietitian and Home Economist Sub-groups. It consists of an introduction and definitions of the Scientific and Professional Category, the occupational group and the three sub-groups. The standard also includes level descriptions and bench-mark position descriptions for each sub-group.

The level description method of job evaluation is used to classify jobs allocated to the sub-groups. The levels in the classification plan for each sub-group are described in terms of the primary features to be considered in assigning jobs to a level. Jobs are regarded as being of equal value when they best correspond, on the whole, with the description of a level and the bench-mark position description exemplifying that level.

#### Bench-mark Positions

Bench-mark position descriptions exemplify each level. Each description consists of a summary and an explanation of the distinguishing features of the position. The bench-mark position descriptions are an integral part of the three plans and are to be used to ensure consistency in applying the level descriptions.

#### Use of the Standard

Four steps are to be followed in applying this classification standard:

- 1. The allocation of the position to the category, group and sub-group is confirmed by reference to the definitions and the descriptions of inclusions and exclusions.
- 2. The position description is studied to ensure understanding of the position as a whole. The relation of the position within the organizational setting is also studied.
- 3. The position is tentatively assigned to a level by comparing the duties and responsibilities of the position with the level descriptions of the appropriate sub-group. The position is tentatively assigned to the level that best corresponds on the whole with the duties and responsibilities of the position.
- 4. The description of the position being evaluated is compared with the bench-mark position description illustrating the level tentatively selected, and comparisons are made with the bench-mark position descriptions illustrating the levels above and below the level tentatively selected, as a check on the validity of the level selected.

# CATEGORY DEFINITION

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Occupational categories were repealed by the Public Service Reform Act (PSRA), effective April 1, 1993. Therefore, the occupational category definitions have been deleted from the classification standards.

#### GROUP DEFINITION

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For occupational group allocation, it is recommended that you use the Occupational Group Definition Maps, which provide the 1999 group definition and their corresponding inclusion and exclusion statements. The maps explicitly link the relevant parts of the overall 1999 occupational group definition to each classification standard.

#### Note to Raters

Home Economist positions are primarily concerned with the evaluation, market development and promotion of agricultural and seafood products.

Dietitian positions manage dietetic and food service programs in health care institutions.

Advisory positions are primarily concerned with providing advice on diets or programs to improve the nutritional health of Canadians.

Sub-group: Advi sory

#### ADVISORY SUB-GROUP DEFINITION

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The provision of advice and information on studies or programs related to nutrition, nutrition education and dietetics.

#### Inclusions

Positions included in the group are those in which one or more of the following duties is of primary importance:

- The provision of advice and information on nutritional matters to native communities.
- The provision of advice and information on the conduct and evaluation of studies or programs related to nutrition, nutrition education and dietetics.
- The writing and editing of papers and reports.
- The supervision or direction of any of the above duties.

#### LEVEL DESCRIPTIONS

#### ADVI SORY SUB-GROUP

# Level 1

Provides nutritional advisory services in a departmental zone; or provides information and advice to professional personnel in the fields of nutrition and dietetics.

#### Level 2

Provides total nutritional advisory services in a departmental region; or at the program level, plans, conducts, and provides advice on nutritional and dietary projects to improve the nutritional health of Canadians.

#### Level 3

Provides total nutritional advisory services to headquarters, regional and zone staff; or consults and advises senior officials of provincial and municipal governments, other federal government departments, national and international organizations and educational institutions on activities related to nutrition and dietetics.

Sub-group: Dietitian

# DIETITIAN SUB-GROUP DEFINITION

The management of food services; the analysis of food requirements of patients and the planning of menus and therapeutic diets; the provision of advice on dietary problems.

# Inclusions

Positions included in the Dietitian Sub-group are those in which one or more of the following duties is of primary importance:

- The planning of menus and therapeutic diets.
- The management of food services in a hospital or similar treatment facility.
- The provision of advice on nutritional problems of individuals requiring therapeutic diets.
- The writing and editing of papers and reports.
- The supervision or direction of any of the above duties.

#### LEVEL DESCRIPTIONS

#### DIETITIAN SUB-GROUP

#### Level 1

#### Includes:

- planning prescribed therapeutic diets and counseling patients on dietary problems, or
- supervising food service for a veterans health centre or a group of wards in a hospital, including supervising non-professional staff, or
- a combination of these duties.

The work is normally performed under the supervision of a more senior dietitian.

#### Level 2

#### Includes:

- managing the dietary service of a veterans health centre or similar treatment facility, or
- supervising a designated dietary function and assisting in the total management of a dietary service that provides meals for patients and staff in a federal hospital, or
- supervising a designated function or area of a dietary service that provides meals for a large patient and staff population in a federal hospital.

# Level 3

#### Includes:

- managing a dietary service that provides meals for patients and staff in a federal hospital, or
- supervising a designated dietary function or area and assisting in the total management of a dietary service that provides meals for a large patient and staff population in a federal hospital.

## Level 4

# Includes:

 managing a dietary service that provides meals for a large patient and staff population in a federal hospital.

Sub-group: Home Economist

#### HOME ECONOMIST SUB-GROUP DEFINITION

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The conduct or evaluation of experimental studies or programs in foods, nutrition and food market research; the communication of the results to the public; the provision of advice.

#### Inclusions

Positions included in the group are those in which one or more of the following duties is of primary importance:

- The development of technical marketing information, the evaluation of methods of food preparation and preservation.
- The writing and editing of material on foods for publication or audio-visual presentation to the media, food industry and government.
- The provision of advice on food preparation, preservation and related topics.
- The supervision or direction of any of the above duties.

#### LEVEL DESCRIPTIONS HOME ECONOMIST SUB-GROUP

#### Level 1

Incl udes:

- selecting, testing, modifying, and developing recipes and methods of preparing and preserving foods, and/or
- writing material on food preparation and related topics for publication or audio-visual presentation.
- the work is performed under supervision.

# Level 2

#### Includes:

organizing and conducting projects including experimental design and sensory evaluation of food products
and/or the preparation of technical marketing informational and promotional materials on foods for consumer
education, publication or audio-visual presentation. It may include supervising
junior staff assigned to projects.

#### Level 3

Incl udes:

- supervising experimental and/or informational food projects,
- supervising professional and/or technical staff.

#### Level 4

#### Includes:

 planning, directing and coordinating an experimental and/or informational program for market development of agricultural or seafood products.

# BENCH-MARK POSITION DESCRIPTION INDEX

# Advisory Sub-Group

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#### BENCH-MARK POSITION DESCRIPTION

Bench-mark Position Number: 1 Level: HE-ADV-01

Descriptive Title: Zone Nutritionist

Reporting to the Zone Medical Officer:

Coordinates the nutritional component of the community health program; provides nutritional advisory services and training to the Zone Health Team; modifies nutritional standards and educational and informational programs to meet the dietary needs of local communities and participates in applied nutritional research and field studies.

#### Distinguishing Features

The work requires advising health-care professionals and others who deliver nutrition-related services, of the values, lifestyle, dietary habits and the impact of outside influences on indigenous communities.

The work requires a professional knowledge of dietetics with specialization in public health and community nutrition. It requires a knowledge of the impact and effects of various socio-economic conditions and environmental contaminants on diet, nutrition and health and a knowledge of departmental policies, regulations and practices related to medical and health services for indigenous people.

The work is performed under the direction of the Zone Medical Officer and the functional guidance of the Regional Nutritionist.

Contacts are with community organizations, private agencies, zone and regional managers and technical and professional personnel at the local level.

Home Economics Sub-group: Advisory

B. M. P. D. No. 2

#### BENCH-MARK POSITION DESCRIPTION

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Bench-mark Position Number: 2 Level: HE-ADV-02

Descriptive Title: Regional Nutritionist

Reporting to the Assistant Regional Director:

Participates in developing regional health program objectives; identifies and evaluates program needs in formulating regional nutrition plans; develops and implements education and information projects to meet general and specific regional and community nutritional and dietary health requirements; initiates, implements or co-ordinates applied nutritional research and field studies and provides functional advice and guidance to Zone Nutritionists.

#### <u>Distinguishing Features</u>

The work requires providing advice and information to zone, regional and headquarters personnel on the nutritional needs of various communities within the region. It requires developing and adapting educational materials and standards to the nutritional problems of local communities, modified by such factors as low income, limited choice of food, storage and cooking facilities and the influences of culture and tradition. The work requires the management, through zone professional resources or nutritionists employed by native bands, of the total regional nutritional program.

The work requires a professional knowledge of dietetics with specialization **in** public health nutrition. It requires a knowledge of the impact of various socio-economic conditions on diet, nutrition and health, and a knowledge of departmental policies, regulations and practices related to medical and health services for indigenous people.

The work is performed under the direction of the Assistant Regional Director or under an equivalent organizational level at regional headquarters and functionally to the Branch Nutrition Consultant for professional guidance.

Contacts are with departmental headquarters, and senior officials, and officials and professionals at the regional and community level.

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Sub-group: Advi sory B. M. P. D. No. 3

#### BENCH-MARK POSITION DESCRIPTION

Level: HE-ADV-03 Bench-mark Position Number: 3

Descriptive Title: Nutrition Programs Officer

Reporting to the Chief, Nutrition Programs Unit:

Plans, co-ordinates and conducts nutritional research programs related to national policies to improve the nutritional health of Canadians; consults and advises governments, professional associations, universities, community health organizations and the food industry, nationally and internationally, on nutritional intervention techniques and strategies.

#### Distinguishing Features

The work requires determining the requirements, feasibility and cost of studies, recommending research procedures and methods, and assessing results. It requires establishing cooperative working relationships with senior officials of provincial and federal governments and senior research and professional personnel.

The work requires a broad knowledge of foods and nutrition, normally acquired through postgraduate work and continuing study in public health nutrition, and of research related to nutritional assessment. It requires a thorough knowledge of the relationships of social and economic conditions and ethnic and cultural attitudes to diet and nutrition. A knowledge of departmental objectives, policies and activities related to health services is required.

The work is under the general direction of the Chief of Nutrition Programs Unit. Matters of departmental policy and problems of priorities that arise out of requests for consultant services requiring direct assistance, extended services or unusual allocation of funds are referred to the Chief. The position is the recognized source of information and advice for the federal government in the field of applied nutrition. Decisions and recommendations influence the number and type of nutritional projects undertaken in Canada and the kind of data obtained. Analysis of this information may result in policies to improve the nutritional health of Canadians and to change the emphasis of nutritional education programs.

Contacts are with senior officials of provincial and federal government departments, deans and department heads of universities, research workers and other consultants in food and nutrition, to discuss, advise on and evaluate projects and procedures and assist in implementation. There is a need for liaison with officers and members of national and international advisory and professional organizations, to plan conferences and meetings, and exchange information.

Home Economics Sub-group: Dietitian

B. M. P. D. No. 4

#### BENCH-MARK POSITION DESCRIPTION

Bench-mark Position Number: 4 Level: HE-DIT-01

Descriptive Title: Therapeutic Dietitian

Reporting to the Director, Food Services:

Plans medically prescribed therapeutic diets and menus for hospital and outpatients; consults and advises medical staff on the treatment and response to dietary therapy; instructs and counsels patients on the purpose and content of prescribed diets; and participates in orientation and training programs on nutrition diet therapy and hospital procedures related to food services.

#### <u>Distinguishing Features</u>

The work requires planning and advising on diets that are medically prescribed for a variety of conditions, instructing patients in the purpose and value of the diets, and encouraging their acceptance. The work also requires participating in medical studies on patients to determine the results of specific dietary treatments.

The work requires modifying the content of standard therapeutic diets and menus supplied in manuals to meet the requirements of diet orders and patients' preferences, tolerances, and socio-economic, religious and racial restrictions. Ingenuity is required in planning diets and menus that are attractive and palatable and meet nutrient standards where prescriptions require a combination of special diets.

The work requires knowledge and application of the theory and principles of dietetics, particularly diet therapy. It requires knowledge of the methods of operation and requirements of the dietary service of a hospital and related medical and nursing services.

The work is reviewed for compliance with established procedures, instructions and standards of quality. It requires the preparation of non-standard diets and menus, counseling patients and patients' relatives on the importance of adherence and for assessing complaints concerning food or service. Requests for change in time of meal service or for foods not normally provided are referred to the Director of Food Services. Recommendations are made for changes in therapeutic diets and menus to effect greater patient acceptability and to comply with newly published developments in diet therapy.

There is a frequent requirement to advise professional and non-professional staff on therapeutic diets and procedures.

#### BENCH-MARK POSITION DESCRIPTION

Bench-mark Position Number: 5 Level: HE-DIT-02

Descriptive Title: Head, Dietary Services

Reporting to the Administrator, Veterans' Health Centre:

Plans, organizes and directs a dietary service at a veterans' health centre; establishes and maintains high standards of food quality, preparation and service; provides nutritional counseling to medical professionals, patients and residents on normal and therapeutic diets; trains and supervises a dietary service staff; and manages a budget for a dietary services program.

#### Distinguishing Features

The work requires directing a dietary service in the preparation of normal and therapeutic diets and providing nutritional counseling to medical professionals, patients and residents of a veterans' health centre.

The work requires a professional knowledge of the theory, principles and practices of dietetics and applied nutrition in food preparation, administration and counseling services.

The work is performed under the direction of the administrator and **in** collaboration with medical, nursing and associated staff in maintaining the quality and efficiency of patient care.

The work requires directing and training a staff of 32, managing and preparing annual budgetary estimates and forecasts and procuring, controlling and utilizing dietary equipment, services and supplies.

Home Economics
Sub-group: Dietitian
B. M. P. D. No. 6

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#### BENCH-MARK POSITION DESCRIPTION

Bench-mark Position Number: 6 Level: HE-DIT-03

Descriptive Title: Assistant Chief, Dietary Services

Reporting to the Chief, Dietary Services:

Assists in the total management of the dietary services of a large federal hospital providing medical, psychiatric and domiciliary care to veterans; plans, prepares and evaluates standard and therapeutic menus; plans, organizes and monitors the menu standardization program in relation to new products, quality, nutrition, yield and cost; analyses techniques, methods and organization of dietary functions and operations to establish and improve standards and control; and assists in the administration of the human resource management program.

#### <u>Distinguishing Features</u>

The work requires assisting in the total management and coordination of operations and the human resources management program of a dietary service in a federal hospital of 1,100 beds with a staff of 1,250.

The work requires a professional knowledge of the theories, principles and practices of dietetics and applied nutrition of a hospital dietary service. It also requires knowledge of the principles and practices of administration in managing a human resources management program for a dietary services staff of 200.

The work is performed under the direction of the Chief, Dietary Services. Guidance is generally restricted to matters of policy objectives and overall management of the service. Advice and recommendations are provided to the Chief, Dietary Services on managing daily operations, and information and advice are provided to the medical and dietary services staff on menus, therapeutic diets and other patient dietary requirements.

Home Economics Sub-group: Dietitian

B. M. P. D. No. 7

#### BENCH-MARK POSITION DESCRIPTION

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Bench-mark Position Number: 7 Level: HE-DIT-04

Descriptive Title: Chief, Dietary Services

Reporting to the Assistant Director (Medicine):

Plans, organizes and controls a dietary service of a large federal hospital providing medical, psychiatric and domiciliary care to veterans; establishes and maintains standards of food quality, production and service; manages dietary training and staff development programs; and coordinates dietary operations with other hospital services.

## Distinguishing Features

The work requires the management of a dietary service in a federal hospital of 1,100 beds, with a staff of 1,250.

The work requires short and long range planning to meet objectives within budget allocations. It requires the management of dietary and counseling needs of patients and operational requirements related to staff, supplies, equipment, menu planning, food preparation, space utilization and evaluation or development of dietary procedures and techniques.

The work requires a professional knowledge of the theory, principles and practices of dietetics and their application to all phases of a dietary service. It requires knowledge of the methods of operation and requirements of associated hospital services, and hospital policies and departmental regulations. The work requires knowledge of the principles and practices of administration in the management of a staff of 200.

The work is performed under the direction of the Assistant Director (Medicine). Guidance received is restricted to matters of policy and the objectives to be achieved. Results are evaluated in terms of patient dietary satisfaction, treatment and education, quality of food, efficiency of food service and cost.

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Home Economics
Sub-group: Home Economist

B. M. P. D. No. 8

oub group. Home Economics

## BENCH-MARK POSITION DESCRIPTION

Bench-mark Position Number: 8 Level: HE-HME-01

Descriptive Title: Food Consultant, Experimental Section

Reporting to the Chief, Experimental Section:

Participates in planning, organizing and conducting experimental testing projects to determine sensory and nutritional quality and consumer acceptability of agricultural food products; develops procedures for the preparation and storage of foods; drafts reports for presentation and publication; and provides advisory services.

## Distinguishing Features

The work requires performing specific assignments such as experimenting with methods of preparing, preserving and determining the nutritive value and sensory qualities of agricultural food products and assisting in writing materials for publication.

The work requires a professional knowledge of foods and nutrition, methods of preparing and preserving agricultural food products and techniques of sensory evaluation.

The work is performed under supervision and reviewed while in progress and on completion. It requires selecting reference material and recording methods, data and results of experimental testing. Recommendations are made on the subject matter and methods of carrying out experimental projects.

Contacts are with officials and professional associates in government and industry to obtain and exchange information on food products and nutrition, and with consumers to provide information and methods of handling, preparing and preserving agricultural food products.

Sub-group: Home Economist 17

B. M. P. D. No. 9

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#### BENCH-MARK POSITION DESCRIPTION

Bench-mark Position Number: 9 Level: HE-HME-02

Descriptive Title: Regional Seafood Consultant

Reporting to a Regional Director:

Plans, organizes and conducts projects for promoting the consumption of seafood products; develops, introduces and evaluates new product concepts; and responds to consumer inquiries and informational needs.

#### Distinguishing Features

The work requires planning, organizing and conducting educational and promotional projects such as group and television cooking demonstrations, pamphlets, radio interviews, talks, and displays related to fish and other seafood products. It requires conducting product testing, recipe development and sensory evaluation to enhance the marketability of Canadian seafood's both domestically and internationally.

The work requires determining the feasibility of projects and the most effective and economical methods of promotion. It requires the development of planning schedules to effect economies of time and money and the use of promotional opportunities. Demonstrations and lectures require choosing the approach and developing the content and technique best suited to the needs and interests of particular audiences.

The work requires professional knowledge of foods and nutrition and, in particular, knowledge of the characteristics, nutritional value, sensory quality and methods of preserving and preparing Canadian fish and fish products. The work also requires knowledge of the general objectives and functions of the Department of Fisheries and Oceans and its role in promoting the consumption of fish. Informational aspects of the work require knowledge of publicity techniques and the requirements of press, radio and television.

The work is done within the objectives and guidelines established by Headquarters and is reviewed by Headquarters through reports and inspection visits. There is a responsibility for initiating, arranging for, conducting, evaluating and reporting on project activities. Administrative problems are referred to the Regional Director and professional problems to headquarters.

Contacts are with officials and professional staff of federal departments, provincial governments, industry and institutions to exchange information; with school and university officials and teachers, radio and television producers, the press, and officials of various consumer groups to discuss projects and make administrative arrangements; and with consumers, food producers, retailers, retail associations, food service managers and owners of restaurants and hotels to obtain and provide information and to promote the use of recipes and tested methods of preserving and preparing fish and other seafood products.

B. M. P. D. No. 10

Sub-group: Home Economist

#### BENCH-MARK POSITION DESCRIPTION

Bench-mark Position Number: 10 Level: HE-HME-02

Description Title: Food Consultant

Reporting to the Chief, Communication Section:

Plans, researches and prepares material for the communication media on Canadian agricultural foods and food products; develops food marketing informational programs; and participates in the public relations, liaison and promotional activities of the division and the branch to support the market development of Canadian foods.

#### <u>Distinguishing Features</u>

The work requires planning, researching and developing material for informational programs on the nutritive value, sensory quality, preservation, preparation, safety and marketing of Canadian agricultural produce for the food industry, government and communications media.

The work requires a professional knowledge of foods, nutrition, communication techniques and methods of preparing and preserving agricultural food products. It requires a knowledge of the role of the Department of Agriculture and marketing communication techniques to support the market development of agricultural food products.

The work is performed under the direction of the Chief, Communication Section and is reviewed and assessed in relation to assignment objectives.

Contacts are with officials and professional staff of federal departments, provincial governments and the agricultural food industry to obtain and provide information; with university officials and food professionals, radio and television producers and commentators, food editors, and officials of various consumer groups to discuss projects and make administrative arrangements; and with consumers, food producers, retailers, marketing boards, retail associations, marketing agencies, food service managers and owners of restaurants and hotels to obtain and provide information and to promote the use of agricultural food and food products.

Sub-group: Home Economist B. M. P. D. No. 11

#### BENCH-MARK POSITION DESCRIPTION

Bench-mark Position Number: 11 Level: HE-HME-03

Descriptive Title: Supervisor, Food Laboratories

Reporting to the Chief, Experimental Section:

Supervises technical staff in the food laboratories in testing sensory and nutritional quality and consumer acceptability of agricultural food products; plans, implements and evaluates food research projects to provide technical information for dissemination to consumers; assists the department in setting grade and quality standards; revises, plans and drafts publications; and provides advisory services.

#### Distinguishing Features

The work requires the supervision of food research projects for departmental commodity divisions and branches, agencies, producer marketing boards and provincial governments.

The work requires a professional knowledge of foods and nutrition, sensory evaluation, research techniques and experimental procedures employed in determining quality and establishing grading standards and other attributes of agricultural products.

Projects are assigned priority and results evaluated by the Chief, Experimental Section.

Contacts are with officials of the branch, commodity divisions, agencies, producer marketing boards, consumer groups and other levels of government to determine the nature of studies, discuss findings and obtain information and provide recommendations.

Sub-group: Home Economist 2.0

B. M. P. D. No. 12

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# BENCH-MARK POSITION DESCRIPTION

Bench-mark Position Number: 12 Level: HE-HME-04

Descriptive Title: Chief, Communications Section

Reporting to the Director, Food Advisory Division:

Plans, directs and coordinates a national consumer food marketing program to support the market development of Canadian agricultural food products; provides advice and guidance on food and nutrition to governments, professional organizations, the communication media and the food industry; and manages a staff of professional food consultants.

## Distinguishing Features

The work requires planning, directing and coordinating a consumer food marketing program and the dissemination of food marketing information related to the technical findings from the Division's Experimental Section.

The work requires a professional knowledge of foods and nutrition and a comprehensive knowledge of the Canadian agricultural food industry. It requires a knowledge of the various marketing communication techniques and the administrative and management principles involved in coordinating and supervising the activities of a professional staff.

The work is performed under the direction of the Director, Food Advisory Division and is evaluated in relation to the accomplishment of objectives.

Contacts are with professional colleagues and officials **in** federal and provincial governments, agri-food industry and professional associations, to discuss, exchange and provide information on food marketing programs, nutrition and consumer problems as they relate to food marketing and to obtain cooperation and support in the marketing development of Canadian agricultural food and food products.