

CITY OF HAMILTON

CITY MANAGER'S OFFICE (COMMUNICATIONS AND STRATEGIC INITIATIVES SECTION)

MARKETING OFFICER-COMMUNICATIONS

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SUMMARY OF DUTIES

Reporting to the Manager, Marketing, Social Media & Creative Services, this role will provide strategic marketing and communications counsel and tactical support to internal clients, including public relations advertising, public affairs, marketing and media buying.

GENERAL DUTIES

Coordinate City of Hamilton media buying efforts. Develop and deliver marketing plans and campaigns for internal departments as directed by the Manager, Marketing, Social Media & Creative Services, in support of internal clients. This role will work in conjunction with communications officers, project managers, the Clerks office, marketing officers and all levels of the organization in supporting departmental and corporate projects and programs.

Provide advice and counsel to clients on matters of media buying, marketing, advertising, public affairs and media relations from a strategic point of view consistent with corporate communications.

Act as subject matter expert for media buying, providing advice and guidance to Senior Leadership Team, Directors, elected officials, the Mayor's Office and more.

Act as lead key liaison between City of Hamilton staff and media sales outlets, negotiating advertising rates and terms between both parties, coordinating specs and timelines, solidifying contract terms and agreements, invoice verification, and budget tracking.

Manage multiple campaigns concurrently ensuring detailed booking orders, processing material and quality control checks

Oversee all aspects of contract negotiations including follow through of internal and external parties

Monitor metrics and make necessary adjustments to multiple approaches and ensure content delivery

Formulate and implement communications and marketing plans as required, in collaboration with internal project teams

Identify and encourage opportunities for positive media coverage for the corporation.

Research, analyze, plan, develop and implement communications and marketing strategies and tactics for clients designed to assist in building positive relations with internal and external stakeholders.

Co-ordinate projects, programs or events that require the collaboration of a variety of internal resources, including communications, creative design services, video production, photography, social media, digital communications and other internal partners who maintain public-facing assets (digital signs etc...).

Co-ordinate the production of materials for the corporation with internal and external suppliers, as it relates to the marketing strategy and deadlines.

Work in partnership with Communications staff to optimize response to issues in the community through a variety of tactics with local media partners and community partners.

Proactively build and maintain relationships with community partners to maximize reach of City of Hamilton tactics and initiatives.

Initiate and maintain contact with the media by monitoring news media, reviewing and analyzing media coverage and assisting the various communications staff as required.

Maintain corporate identity standards as per policy, in addition to meeting quality graphic and design standards.

Perform other duties as assigned that are directly related to the responsibilities of this position.

QUALIFICATIONS

1. Demonstrated experience in public affairs, public relations or a marketing communications environment normally acquired through the completion of a Degree or Diploma in Public Relations, Commerce, Journalism or a related discipline or an equivalent combination of education and related work experience.
2. Demonstrated training and experience in employee communications normally acquired through completion of certified training courses and related work experience.
3. Proficiency required across a broad range of communications and public affairs disciplines including issues management, communication planning and implementation, fundraising, advertising, media relations, presentations, community relations, event co-ordination and promotion.
4. Capable of working independently as well as part of an interdisciplinary team and of building strategic relationships both within and outside the organization.
5. Experience in a computerized environment. Proficiency in Word, Excel, Microsoft Outlook, Internet, desktop publishing and web page applications.
6. Must have superior written, oral and visual communication skills, including experience in creating and editing documents.
7. Ability to balance a number of projects simultaneously and to meet deadlines is essential.

THE INCUMBENT SHALL COMPLY WITH ALL HEALTH AND SAFETY POLICIES AND PRACTICES FOR THIS POSITION AND THE WORKPLACE.