

## CITY OF HAMILTON

### **DIGITAL COMMUNICATIONS OFFICER - (WEB/E-COMMS)** **(CITY MANAGER'S OFFICE – COMMUNICATIONS DIVISION/WEB)**

#### **SUMMARY OF DUTIES**

Reporting to the Director of Communications and Intergovernmental Affairs, the Digital Communications Officer – Web/E-comms provides support, strategy, design and editorial advice and content supporting the continual development, planning, implementation and evaluation of the City's Web and e-communications services. The Digital Communications Officer – Web/E-comms contributes to the City of Hamilton's corporate communication strategies that support the vision, mission, values and strategic goals of the municipal government.

Responsibilities include designing, implementing and ensuring quality assurance across the web and communications programs, including performance measurement of these functions. This role will work as part of a team across the various communications service tools to ensure consistency of brand and execution of functions, as well as providing advice to these program areas.

#### **GENERAL DUTIES**

Provide strategic communications consultation to various departments on web digital service program development.

Supports strategic digital, web, e-communications and corporate communications with client departments.

Based on business goals and input from clients, this role reviews, copy edits and develops new content for the website in keeping with corporate policies, web communications best practices, standards and processes; and manages the information / content submission process.

Assist Members of Council, as required, on web-based needs.

Participate in the development and integration of communications, multimedia and graphics into the organization's web and digital presence; develops infographics and provides web page design, as required by clients; provide art direction for related communication tactics to work with a client's web/digital presence; knowledge and demonstrated ability in video production.

Provides expertise in delivering video, infographics, multimedia and web page design in support of broader-based communication strategies, when required.

Develops, maintain and enforces content appropriate use policies.

Collaborates on cross-departmental teams to provide support and analysis to corporate service delivery initiatives focused on digital and corporate communications, marketing and public engagement.

Ability and/or expertise to develop and disseminates surveys and other online engagement tools on the web and analyze data; experience and/or ability to provide a vendor solution, as required.

Analyzes, reports, and act on site user feedback. Reviews website and e-mail metrics and makes recommendations for changes to improve user experience.

Provides technical guidance, as required, in the development of enterprise web solution in conjunction with IT and Customer Service Divisions.

Project management skills are an asset in order to manage and deliver a multitude of digital projects at the same time; support other strategic communications programs, as required.

Liaises with Customer Service to support the development, implementation and integration of channel strategies (i.e. web, phone and counter).

Research issues of compliance with provincial and federal statutes and regulations and municipal by-laws and policies. Specifically understanding the requirements of Canada's Anti-Spam Legislation (CASL).

Work in coordination with the quality assurance process, other digital communication officers and other staff content creators.

Manage and implement branding guidelines as developed by the Director of Communications and Intergovernmental Affairs. Ensure creative standards provide a consistent look and feel is adhered to by staff through the promotion of uniform fonts, formatting, icons, images, and layout.

Find, diagnose, and fix content problems, including broken links (internal and external), typographical errors, and formatting inconsistencies.

Liaise with IT on issues or requirements that affect the availability and accessibility of content.

Collect and define web content requirements, then create and maintain a consistent operational architecture for content.

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

**QUALIFICATIONS**

1. Demonstrated knowledge of digital content and web content management technologies, authoring and publishing tools.
2. Demonstrated experience with computer graphics, video production and multimedia design to enhance the City of Hamilton's digital footprint across all departments.
3. Experience or ability to gather and analyze data in order to achieve business requirements
4. Demonstrated senior project management skills and technical expertise.
5. Knowledge of applicable data privacy practices and laws; capable of working independently as well as part of an interdisciplinary team; experience building strategic relationships both internally and externally with key stakeholders with the City of Hamilton.
6. Experience in a computerized environment. Proficiency in Word, Excel, Microsoft Outlook, Internet, desktop publishing and web page applications.
7. Must have superior written, oral and visual/design communication skills, including experience in creating and copyediting.
8. Ability to balance a number of projects simultaneously and to meet deadlines is essential.