

## CITY OF HAMILTON

### CITY MANAGER'S OFFICE

(LOCATION-CITY HALL) <sup>h</sup>

### MANAGER, COMMUNICATIONS

#### SUMMARY OF DUTIES

Reporting to the Director, Communications & Intergovernmental Affairs, this position is responsible for communications strategy, issues management support, media relations and internal communications on identified projects or strategic initiatives. Responsibilities include leadership and coordination of communications staff from across the City in the development and implementation of corporate communications plans and the management of corporate-wide communications initiatives, standards and protocols for the City. This includes supporting the development and implementation of crisis and emergency communications plans.

#### GENERAL DUTIES

Leads, coaches, advises and provides day to day oversight of corporate communications staff and supports the Director, Communications & Intergovernmental Affairs in strategic and program planning, implementation and evaluation of an enterprise communications function.

Establishes clear lines of responsibility to articulate program expectations including outcomes, performance measures and reporting.

Considers current and future priorities for the team, sets strategic goals and objectives that align with corporate strategic goals, and monitors and evaluates to ensure goals and objectives are met.

Maximizes team potential, matching skills, abilities, experiences and talents with corporate communications needs to achieve best results.

Manages team workload and projects through employee engagement, resource planning and prioritizing to effectively meet deliverables and achieve projected outcomes.

Ensures high performance and staff engagement through leadership and guidance with a focus on innovation, empowerment and staff development. Supports and fosters a teamwork approach and continuous learning and development environment for staff, and considers, evaluates and champions professional development activities for team members through the performance accountability and development (PAD) process.

Provides support to the director with a focus on addressing general work flow, communications project management, prioritization based on corporate needs and objectives, and quality assurance.

Utilizes innovative, analytical, risk management and solution-oriented problem solving skills for communications program planning, modernization, implementation and evaluation.

Works with the director to provide strategic communications advice to support leaders of the organization in the areas of issues and reputation management, stakeholder, community and relations, public affairs and media relations and manages and maintains an effective issues management process for the corporation.

Works with subject matter experts within the departments to monitor and examine emerging communication channels and opportunities that impact the municipal sector.

Manages the emergency information program and coordinates with the City's Emergency Management Coordinator(s) on planning and emergency response exercise design.

## **JOB ID**

Collaborates on cross-departmental teams to provide corporate communications advice, support and analysis to corporate initiatives.

Provides advice and analysis to support responses to issues and inquiries from Council, corporate leadership and the public.

Develops the ability of the corporation and departments to establish a method of assessing and prioritizing issues and anticipates emerging and long-term issues.

Develops and recommends new or revised policies and procedures and monitors existing ones to maximize utilization of resources.

Leads and/or participates in business process reviews to identify opportunities for continuous improvement and meet future needs. Promotes engagement and participation of all staff in business process reviews in the delivery of the corporate communications program.

Ability and knowledge to deal with confidential matters and information.

Participates in the development of an annual operating program budget, monitoring and administering same. Forecasts recommendations and provides input on budget and anticipated pressures and cost savings.

Develops and tenders contracts through the corporate procurement processes. Monitors contract compliance and evaluates vendor performance.

Works in accordance with the provisions of applicable Health and Safety legislation and all City of Hamilton corporate and departmental policies and procedures related to Occupational Health and Safety.

Performs other duties as assigned which are directly related to the responsibilities of the position.

## **QUALIFICATIONS**

1. Considerable knowledge in communications normally obtained by a University Degree in Business Administration, Journalism, Communications or Media Studies or through a combination of education and extensive years of related work experience.
2. A proven communications strategist with considerable experience in all areas of external and internal corporate communications, including strategy development and issues management, preferably in a public sector setting.
3. A proven ability to develop and implement communications strategies, manage multiple projects, establish effective media relations.
4. Exceptional verbal and written communication skills and public speaking experience.
5. Knowledge of government structures, programs, services, priorities and issues.
6. Knowledge of stakeholder needs and interests and government, community and business trends and issues.
7. Superior interpersonal skills, consultative skills, and written and oral communications skills.
8. Demonstrated political acuity, ability to exercise sound judgment, impact and influence others, exercise creativity and manage human and financial resources.
9. Proven organizational and planning skills, with the ability to organize and lead projects.
10. Demonstrated ability to manage complex stakeholder/client relationships.

11. Working knowledge of computer software applications including use of emerging technologies.