

CITY OF HAMILTON

CITY OF HAMILTON – STRATEGIC PARTNERSHIPS & COMMUNICATIONS
(LOCATION – CITY HALL)

SOCIAL MEDIA & MARKETING COORDINATOR

SUMMARY OF DUTIES

Reporting to the Senior Communications Officer – Social Media & Marketing, with guidance from the Manager, Customer Experience and Innovation, this position will provide digital communications & customer service support to Transit (HSR) and the City of Hamilton. This includes representing Transit (Hamilton Street Railway (HSR)) on social media networks and various other responsibilities related to Transit (HSR) social media strategy and customer service. This position will work closely with Marketing & Communications through the City's Strategic Partnerships & Communication division. This role will also provide strategic communications counsel and tactical support to the Transit Division and Strategic Partnerships & Communications Division as required.

GENERAL DUTIES

Develop, coordinate and execute Transit (HSR)'s social media strategy while adhering to the City of Hamilton Social Media policy

Assist staff and leaders within Transit (HSR) to develop protocols and procedures to be successful on social media

Coordinate daily key messages from Transit (HSR) to be shared via social media

Collect and review monthly social media analytics

Monitor all forms of social media for coverage on the reputation of Transit (HSR)

Deliver guidance to staff about public information campaigns which include social media

Identify and encourage opportunities for positive social media coverage for Transit (HSR)

Assist in the development, implementation and monitoring of branding and marketing strategies and plans

Provide communications and marketing assistance to Transit (HSR) generally and/or as part of a campaign

Liaises with Customer Service to ensure messages are shared with them for phone/email inquiries

Working closely with Transit (HSR) staff to support staff engagement initiatives

Work with City of Hamilton's Communications staff in a strategic manor consistent with corporate communications

Perform other duties as assigned which are directly related to the normal functions of this position

Participate in the City of Hamilton's Emergency Response along with Corporate Communications staff (if required)

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

Work 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

Work within the Control Room, providing media support to supervisory staff while issuing up to date information to Transit (HSR) customers via social media networks

Hours of work to primarily be during the day, with an expectation of 24/7 where required

General duties within this position are expected to be reviewed within 12 months.

QUALIFICATIONS

1. Demonstrated experience in marketing and public relations or marketing communications environment normally acquired through the completion of a Degree or Diploma in Marketing, Communications, Journalism or a related discipline and/or a combination of education and related marketing experience, with preference given to experience in a transit or transportation environment.
2. An understanding of social media tools and the needs/requirements of the target audience within Transit (HSR)
3. Knowledge of, or the ability to familiarize themselves with the City of Hamilton's road network and Transit (HSR) routes
4. Knowledge of graphic design, photography & video editing tools and software would be an asset
5. Experience in a computerized environment. Working knowledge in Word, Excel, Microsoft Outlook and Internet Explorer and web page applications Working knowledge of or ability to learn Microsoft Access
6. Must have superior written, oral and visual communication skills, including experience in creating and editing documents
7. Demonstrated time management and project management skills
8. Ability to balance a number of projects simultaneously and to meet deadlines is essential