

CITY OF HAMILTON

CITY MANAGER'S OFFICE **(LOCATION – CITY HALL 71 MAIN STREET WEST)**

MANAGER– SOCIAL MEDIA, MARKETING and CREATIVE SERVICES

SUMMARY OF DUTIES

Reporting to the Director of Communications and Intergovernmental Affairs this position will provide social media, digital communications, marketing support and creative services/graphic design support to the Corporation. This includes the development and implementation of social media strategy, the provision of social media training and various other responsibilities related to the city's social media strategy, media relations and issues management efforts, marketing tactics and creative services support. This position will work closely with City Departments through the City's Communication team. This role will also provide strategic communications and marketing counsel and tactical support to internal clients as required.

The Senior Communications Officer provides leadership and day to day management of the work and performance of a team of Social Media, Marketing communications and Creative Services staff who provide strategic communication, public affairs, and media relations support for the City of Hamilton

GENERAL DUTIES

The Manager leads marketing and social media programs and initiatives and cooperates with communications and operational staff that span City of Hamilton departments and impacts multiple environments.

Collaborate with the Director of Communications and Intergovernmental Affairs, the Manager assists with developing communications plans for the City of Hamilton.

Responsible for City of Hamilton digital inventory of photos & videos Manage content displayed on multi-media screens and TV's inside City Hall, including the development of all applicable criteria and procedures.

Provides direction and leadership to communications professionals who support municipal clients, including special and strategic projects as required.

Evaluates staff performance through execution of formal review process; identifies opportunities for performance improvement and recommends appropriate methods for realization thereof (training, mentoring).

Provides strategic leadership through coaching and quality assurance to social media, marketing communications and creative services staff by making recommendations for improvements to services.

Assists Senior Leadership Team, the Mayor's Office and Members of Council as required on digital communications & social media needs along with insights for marketing initiatives and creative design supports.

Provides leadership and guidance relative to the City of Hamilton's brand, reputation and brand sentiment across multiple digital platforms (web, social media etc) and collateral.

Oversight of and accountability for the City's Social Media Policy and corporate channels (Twitter, YouTube and LinkedIn, as well as any future corporate initiatives).

Provides strategic leadership to all City of Hamilton social media content staff with direction and guidance around best practices when using social media tactics.

Plays a key role in the oversight of the City of Hamilton internal communications strategy and tactics, including staff responsible and production of elements shared with City staff

Providing leadership, guidance, training and development around creative, marketing, social media tactics and initiatives within the City of Hamilton, including all departments and divisions.

Creates an annual editorial projection for digital communications and social media teams, in collaboration with the

team, to plan digital and broad-based communication efforts.

Assist staff in development of video productions, including storyboard development, videography, editing and post production, audio and more

Provides a senior support role, with a focus on addressing general work flow, project management for staff responsible for marketing and creative services initiatives, plus other identified needs as they arise.

Responsible for oversight of the City's strategic advertisement buying through the marketing officer role.

Provides best practices specific to individual client and department needs around use of creative elements, marketing and social media.

Provides training, joint meetings and workshops for City staff to ensure compliance around City's Branding Guidelines, Social Media Policy and marketing best practices.

Manage, oversee and implement branding guidelines. Ensure creative standards provide a consistent look and feel is adhered to by staff through formatting, icons, images, and layout. Meet quality graphic and design standards including an annual review of guidelines.

Implement strategy for evaluation of business cases and proposals for use of social media in the City of Hamilton, including working closely with all departments for consistency in responses.

Partner with Customer Contact Centre to ensure messages are shared with them for phone/email inquiries.

Liaise with provincial and national organizations to develop best practices in use of social media.

Produce benchmarking and evaluation of City social media and marketing initiatives which would inform future decision making.

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

Responsible for the development, implementation and maintenance of a City of Hamilton marketing strategy, and support departments in implementation for brand consistency.

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

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.

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 experience.
2. Demonstrated ability to lead a team of Social Media, Marketing communications and Creative Services staff to deliver to deliver services for client departments and the City.
3. Required to deal with confidential matters and information, including service reviews, service design that may have human resources implications; demonstrated experience regarding matters of human resources and performance reviews of staff.
4. Previous experience working for a municipal communications team.
5. Understanding of communications within a municipality.
6. Working knowledge of social media platforms, technology trends and best practices.
7. 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 MicrosoftAccess.

8. Must have superior written, oral and visual communication skills, including experience in creating and editing documents.
9. Demonstrated time management and project management skills.
10. Ability to balance a number of projects simultaneously and to meet deadlines is essential.

THIS POSITION REQUIRES A VALID CLASS "G" DRIVER'S LICENCE AND PROOF THEREOF IS REQUIRED AFTER HIRE