

CITY OF HAMILTON

CITY MANAGER'S OFFICE
(LOCATION – 77 JAMES STREET NORTH, SUITE 400)
(STRATEGIC PARTNERSHIPS & COMMUNICATIONS DIVISION)

DIGITAL MEDIA ADMINISTRATOR

SUMMARY OF DUTIES

This position reports to the Senior Digital Officer, Strategic Partnerships & Communications.

As a Digital Media Administrator, you have a diverse skill set and must be a great communicator both verbally and in writing, a problem solver, a thinker and an analyzer with the ability to understand and respond to user needs.

In addition to project work, the Digital Media Administrator provides hands-on support, in a fast-paced environment for digital publishing across various departments, and plays a role in content development that ties together business requirements with the right implementation to form citizen-centred solutions.

GENERAL DUTIES

Responsible for the overall day-to-day management of the public facing website and ensures that content across channels is integrated, accurate and current.

Consults with business units and provides support to project teams to determine appropriate content and web based service solutions that meet business requirements. Provides evaluation and analysis of web use statistics (Google Analytics) and client feedback.

Provide development (coding) and creative support on projects. Includes some frontend website markup and CSS without the use of WYSISYG tools, and designing for online channels using Adobe suite tools.

Responsible for designing digital and print communications, presentations, and supporting graphics for the Communications & Corporate Initiatives department. Includes print production design of a monthly City events flyer and bi-monthly employee newsletter as well as corresponding digital pieces (e-blasts, HTML internal website)

This position has a mandatory on-call component. The successful candidate must be available a minimum of 1 weekend per month and 5 evenings a week rotation to support urgent communications such as posting of afterhours media releases, facility and road closures, weather alerts etc.

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. Postsecondary education in Digital Communications, Digital Marketing, with a focus on web or User Experience (UX) Design or equivalent experience with demonstrated experience in digital content development.

2. Excellent knowledge of Adobe Creative Suite including Photoshop, Illustrator, InDesign, Acrobat and Dreamweaver is required along with proficiency in HTML and CSS with the ability to code webpages and emails is a requirement of this position.
3. Experience publishing digital content (text, images, videos, PDFs) with a CMS such as WordPress or Drupal is a requirement of this position. SharePoint administration/design experience is an asset.
4. Knowledge of web standards (W3C) and Accessibility for Ontarians with Disabilities Act (AODA) as it applies to a digital environment is a requirement of this position.
5. Proven ability to work independently and exercise good judgment. Must be self-motivated and be able to hit the ground running with a positive attitude. Must be a quick learner to assimilate to technology changes as they occur. Must also thrive under pressure, as this position is often demanding. Demonstrated attention to detail, organization skills, and ability to work independently and manage multiple projects/responsibilities
6. Ability to oversee/manage multiple projects effectively and a capacity for dealing with tight deadlines. Able to execute numerous tasks in a variety of areas simultaneously as the tasks have variables unto themselves. Excellent creative thinking and analytical skills.
7. Excellent written communication skills as well as editing and proofreading skills.
8. Previous experience in a corporate environment would be an asset.
9. Experience working in a Windows operating system/ environment.
10. Portfolio of digital projects is required to qualify for this position.