

CITY OF HAMILTON

CITY MANAGER'S OFFICE (STRATEGIC PARTNERSHIPS & COMMUNICATIONS)

ACCOUNT COORDINATOR

SUMMARY OF DUTIES

Reporting to the Manager of Revenue Generation the Program Coordinator is responsible for assisting with and developing new and existing revenue strategies, utilizing best practice innovation models, and maintaining a continuous focus on financial sustainability. The Program Coordinator will also assist and manage the planning, implementation and follow-up for all upcoming special initiatives associated with the Strategic Partnership Strategy. This position is responsible for managing and coordinating the servicing and coordination of Strategic Partnership partner engagements, special initiatives/events, tracking results through materialization and post-event evaluation surveys. Responsible to provide support and assistance with the increased workloads of the Strategic Partnerships staff and assisting with duties as required and approved by the Manager.

GENERAL DUTIES

Pro-actively contacts internal and external prospects to develop or expand bottom line opportunities.

Responsible for business case development for various revenue generation opportunities (such as public/private partnerships, corporate sponsorships) and oversees the execution of the Strategic Partnership projects.

Consistently demonstrates a consultative style in uncovering opportunities and developing implementation plans both within and outside the Corporation.

Manage all aspects of client engagements, including collaboration with subcontractors, venue identification, printing and design of materials, deployment of sponsor assets (in most cases city wide) and budget tracking as necessary.

Attend community functions to network and identify potential opportunities.

Create a schedule of events/program engagements, agenda for each event, as well as summary reports of each event/program outlining how data gathered from current engagements can be used to develop successful future events/programs.

Organize facilities and details such as decor, catering, entertainment, transportation, location, invitee list, special guests, equipment, promotional material, etc.

Provide feedback and periodic reports to stakeholders.

Propose ideas to improve provided services and event quality.

Ensure event compliance with municipal insurance, legal, health and safety obligations.

Attend all events and programs, engage with clients and ensure client needs have been fulfilled.

Proactively handle any arising issues and troubleshoot any emerging problems on the event/program day

Conduct pre- and post-evaluations and report on outcomes.

Research market, identify event opportunities and generate interest.

Provide assistance on development and organization of reporting both internal and Council reports.

Participate in local community events, sponsor events and other activities related to Revenue Generation strategy.

Manage incoming emails, phone calls and coordinate and implement all administrative requirements of the Revenue Generation Strategy.

Provide input to and serve as the team's coordinator of the Sales Outlook CRM system.

Ensure that contracts are completed, approved, and filed for all client engagements.

Responsible to work and provide support assisting workloads of the Revenue Generation staff including coverage for staff vacation as approved by the Manager.

Work in accordance with the provisions of the applicable health and safety legislations and all City of Hamilton corporate and departmental policies and procedures related to Occupation Health and Safety.

Perform other duties as assigned which are directly related to the responsibilities of the Program Coordinator position.

QUALIFICATIONS

1. Proven experience in a solution based sales environment.
2. Previous related work experience normally acquired through the completion of a University degree or College Diploma in Business Administration, Marketing, Public Relation or a combination of equivalent education and related work experience.
3. Experience in event execution, coordination, design and production while managing all project delivery elements within time limits.
4. Experience in working with clients to identify their needs and ensure client & customer satisfaction.
5. Excellent verbal, written communication and facilitation skills, with the ability to communicate appreciatively and effectively with all levels of staff, management, public/private sectors and the public.
6. Excellent time management skills, ability to Multi-task, and meet deadlines.
7. Possess a portfolio of previously managed events (weddings, meetings, parties, corporate events) is an asset.
8. Existing networks and familiarity of the GTHA market is an asset.

9. Excellent people skills and an ability to build relationships with people at all levels, including the Executive level.
10. Experience in a computerized environment including Word, Excel, Microsoft Outlook, PowerPoint and Customer Resource Management systems.
11. Proven experience managing Client relationships and engagements as they relate to engagement execution and exceeding client expectations
12. Client retention skills and a sales orientation with the ability to build productive business relationships.
13. Provision of a vehicle for use on the job.
14. Work in accordance with the provisions of the applicable health and safety legislations and all City of Hamilton corporate and departmental policies and procedures related to Occupation Health and Safety.

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

THE INCUMBENT SHALL COMPLY WITH ALL HEALTH AND SAFETY POLICIES AND PRACTICES FOR THIS POSITION AND THE WORKPLACE.