

## CITY OF HAMILTON

### CITY MANAGER'S OFFICE (STRATEGIC PARTNERSHIPS & COMMUNICATIONS – CITY HALL)

#### MARKETING OFFICER

#### SUMMARY OF DUTIES

Reporting to the Senior Communications Officer – Social Media & Marketing, the Marketing Officer will prepare, monitor and update marketing plans; negotiate, prepare and monitor marketing projects at the City of Hamilton; coordinate marketing operating budgets, conduct annual marketing effectiveness reviews and lead marketing process reviews. The Marketing Officer will adhere to corporate and departmental marketing standards and guidelines in consultation with the Senior Communications Officer – Social Media & Marketing.

#### GENERAL DUTIES

Responsible for marketing functions and uses a 'best practices' approach to identify innovative and creative marketing services, programs and technologies to meet the diverse community and City-wide needs.

Working with a multi-disciplinary team to deliver communications to residents of Hamilton using marketing tactics, social media, digital platforms and traditional communications including developing and recommending new corporate and departmental goals/policies.

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

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

Monitors budget for the various marketing projects in accordance with established Corporate/Departmental procedures ensuring that project expenditures are within budgeted levels. Provides effective cost control through budget preparations, monitoring of cost control reports and financial statistical data.

Works with a team of professional staff and consultants working on marketing projects and initiatives by identifying project tasks, estimated costs, project schedules, milestones and budget.

Research, analyze, plan, develop and implement communications and marketing strategies and tactics for clients designed to assist in building positive relations with internal and external stakeholders.

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

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

Often working under tight deadlines with confidential or sensitive information within the City Manager's Office.

Establishes and monitors service level indicators to enhance best practice service delivery levels and quality.

Directs the production of communications products such as the Recreational Program Guide (twice a year), Summer Camp Guide, special program brochures, seasonal publications, newsletters, etc.

Develops and recommends short and long-range marketing/communications business related service goals and objectives based on the strategic direction of the organization.

Prepares verbal and written presentations to management and reports regularly on the status of projects, milestone achievements, fiscal status, change and risk management.

Provides professional advice to management, Senior Leadership Team and members of City Council.

Develops Terms of Reference and Requests for Proposals, evaluating consultant submissions and recommending selection (if required)

Recommends the approval of consultant work plans and improvements by monitoring and evaluating staff/consultant performance in carrying out project design, implementation and service delivery and initiating corrective/preventative discipline when appropriate (if required).

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 major responsibilities of the job.

### **QUALIFICATIONS**

1. Previous related work experience normally acquired through the completion of a university degree in Marketing and/or Communications or a combination of equivalent education and related work experience.
2. Excellent verbal and written communication skills, with the ability to communicate appreciatively and effectively with all levels of staff, management, public/private sectors and the public.
3. Demonstrated excellence in customer-based service delivery.
4. Excellent organizational and time management skills with demonstrated ability to plan and organize work, set priorities and meet deadlines.
5. Demonstrated ability to research, analyze and interpret statistical, financial and business practice information. Must have excellent problem solving and negotiation skills.
6. Progressive work experience/knowledge in the areas of marketing research, marketing strategy, communication planning, communication technology and managing a multi-disciplinary staff/consultants.
7. Demonstrated experience with project management practices conducting marketing/communication studies and projects including advanced scheduling, resource planning, risk management and cost control.
8. Excellent critical thinking, evaluation and analytical skills and the ability for long-term visioning and strategic thinking.
9. Demonstrated leadership and team-building skills along with demonstrated decision-making and problem solving skills dealing with challenging situations.
10. Ability to work independently and in a team setting and the ability to lead and train professional and technical team members. Ability to exercise discretion, judgment and work with a degree of autonomy.
11. Excellent organizational, time management skills and multi-tasking skills.
12. Experience in a computerized environment. Strong working knowledge of Word, Excel, Microsoft Outlook, Project, PeopleSoft and database software.

13. Must possess a Class "G" Driver's License valid in the Province of Ontario and be able to maintain same.
14. Provision of a vehicle for use on the job.

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

**NOTE :**

Evening and weekend work may be required.

**NOTE :**

As a condition of employment, the successful applicant(s) will be required to obtain a satisfactory Criminal Reference Check or Vulnerable sector Screening, at their own expense, prior to beginning work in this position.

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