

## **CITY OF HAMILTON**

### **CITY MANAGER'S OFFICE (STRATEGIC PARTNERSHIPS & COMMUNICATION DIVISION, LOCATION – CITY HALL 71 MAIN STREET WEST)**

#### **SENIOR COMMUNICATIONS OFFICER**

#### **SUMMARY OF DUTIES**

Reporting to the Manager Communications, this position will provide strategic communications support to the General Manager (Public Works, Planning and Economic Development, and Healthy and Safe Communities) departments and the corporation. This includes the provision of strategic issues management support, communications planning and media training and various other responsibilities related to the city's communications policies and protocols.

The Senior Communications Officer will coordinate with the General Manager of the client department, Director, Strategic Partnerships & Communications and Manager Communications on communication planning for the department and broader corporation. They will also play a key role in the development of a departmental, and broader City of Hamilton communications strategy, and support the department, and corporation, in the implementation.

#### **GENERAL DUTIES**

Assists the General Manager with communications needs, including, but not limited to communications planning, media relations and issues management consultation and training, internal communications, public affairs, public education and awareness and event protocols.

In addition to supporting the General Manager, provides communications support to divisional portfolios, programs and initiatives.

Provides strategic leadership, direction and guidance to department staff with respect to communications best practices, strategies, tactics and initiatives within the City of Hamilton.

Supports the Communications team in providing departmental leadership and guidance relative to the City of Hamilton's brand, reputation and brand sentiment across multiple channels.

Works closely with departmental subject matter experts to monitor and examine emerging communication channels and opportunities that impact the department and broader sectors.

Utilizes innovative, analytical, solution-oriented and risk management problem solving skills for departmental communication program planning, implementation and evaluation.

Provides strategic leadership through coaching and quality assurance to communications staff by making recommendations for improvements to service, approaches and processes and ensures communication strategies employed have alignment across all pertinent communication channels to reach key audiences.

Participates in communications business process reviews to assist with identifying opportunities for continuous improvement.

Assists in the development and maintenance of communication policies and procedures to ensure that the communications service provided by the department and the corporation is delivered consistently to assist in building positive relations with internal and external stakeholders.

Provides advice and analysis to support responses to departmental issues and inquiries from Council, corporate leadership and the public.

Contributes to annual project/editorial calendar for communications team to ensure broad team understanding and awareness of key work and projects across the team, synergies, opportunities for cross-collaboration and communication, etc.

Identifies and proactively leads and encourages opportunities for positive media coverage for the department and corporation.

Provides strategic and tactical communications support and leadership as per the direction of the General Manager, Director, Strategic Partnerships & Communications, Manager Communications and/or the Public Information Officer or Department Operation Centre Directors as required during department and/or city-wide emergencies.

Ability and knowledge to deal with confidential matters and information.

Provides support to special ad hoc projects and performs other duties as assigned which are directly related to the normal functions of this position, as required.

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 a communications, journalism or public relations environment normally acquired through the completion of a Degree or Diploma in Communications, Journalism, Public Relations, Public Affairs or a related discipline and/or a combination of education and related communications experience.
2. Demonstrated superior interpersonal, organizational, consultative, written and oral communication skills.
3. Demonstrated political acuity, ability to exercise sound judgment, and impact, influence and motivate others.
4. Demonstrated agility and ability to act quickly and strategically under pressure and in times of ambiguity and change.
5. A proven ability to develop and implement communication strategies, manage multiple projects and establish effective media relations.
6. Demonstrated ability to lead a small team of Communications staff to support client departments and the City in their communication needs is an asset.
7. Demonstrated ability 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/or with mentoring others.
8. Understanding of communications within a municipality and experience working for a municipal communications team.
9. Experience in a computerized environment including experience with Word, Excel, Microsoft Outlook, Internet search engines and emerging communications technologies and tools.

10. Working knowledge of social media and web platforms, graphic design, technology trends and best practices.

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