

## **CITY OF HAMILTON**

**CITY MANAGER'S OFFICE**  
**COMMUNICATIONS & INTERGOVERNMENTAL RELATIONS DIVISION**  
**HAMILTON CITY HALL**

**VIDEO PRODUCER**

**SUMMARY OF DUTIES**

Reporting to the Manager, Marketing, Social Media and Creative Services, this position will provide support to the City of Hamilton within the City Manager's Office, Communications & Intergovernmental Relations Division. This position provides tactical video support in line with the Division's priorities, using all aspects of video production and presentation, to internal clients, including public relations, advertising, employee communications, public affairs and media relations.

**GENERAL DUTIES**

Prioritizes corporate video projects and requests in line with the Division's strategic priorities.

Develops and deliver video content for the public and internal stakeholders for City of Hamilton department initiatives and associated programs. Delivery includes concept development, storyboarding, site selection, hardware setup, interviewing staff and stakeholders, consent forms, editing and proofing, approvals and distribution.

Management of City of Hamilton video library, including b-roll, licenced music, interviews etc.

Be part of a busy team producing communications, marketing and creative materials for City of Hamilton departments, the Mayor's Office and elected officials.

Provides counsel and support to project teams, the Communications and IGR Division, Senior Leadership Team, Mayor's Office and elected officials on matters of best video production practices consistent with related levels of government.

Work closely with internal project teams to ensure that productions are timely, informative, effective and efficient.

Responsible for the City of Hamilton's YouTube channel, including uploading, editing, consistent titles and descriptions, tagging and associated closed captioning. This also includes assistance to City departments for live streaming events and meetings.

Prepares video performance analytics reporting through Marketing, Social Media & Creative Services section.

Management of video production hardware and software inventory, including cameras, microphones, lighting.

Understanding of social media content and content marketing

Maintain roster of third-party talent who may contribute to productions, including videographers, voice talent etc.

Ensures consistent brand presentation throughout all productions, guided by City of Hamilton Brand Guidelines

Ability to work with a high degree of independence to initiate and complete work assignments and to work on multiple tasks and set priorities.

Contributes to the delivery of marketing and communication plans to support City of Hamilton department program efforts with the public, and in building effective relationships with internal/external clients and stakeholders.

Takes initiative and is proactive in delivering quality services in a timely and cost-effective manner

Assists with business promotions and paid advertising as 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 that are directly related to the Marketing, Social Media & Creative Services team

**QUALIFICATIONS**

1. Demonstrated experience in public relations or in a communications environment normally acquired through the completion of a Degree or Diploma in Public Relations, Journalism, Marketing or a related discipline or an equivalent combination of education and related work experience.
2. Demonstrated experience with video productions, editing suites, lighting, audio production, overlays and animation.
3. Superior written English and editing skills with a high standard of accuracy. Ability to translate complex or technical ideas or information in simple terms. Experience in writing for diverse audiences.
4. Awareness of a broad range of communications and public affairs disciplines including issues management, communication planning and implementation, advertising, media relations, presentations and community relations, event coordination and promotion.
5. Superior skills in interpersonal communication on project teams and when providing technical consultation.
6. Capable of working independently as well as part of an interdisciplinary team and of building strategic relationships both within and outside the organization.
7. Excellent computer skills and knowledge of web-based applications an asset.
8. Ability to balance a number of tasks simultaneously and to meet deadlines is essential.

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

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