

## **CITY OF HAMILTON**

### **CITY OF HAMILTON – COMMUNICATIONS & STRATEGIC INITIATIVES (LOCATION – CITY HALL)**

#### **SOCIAL MEDIA & MARKETING COORDINATOR-CMO**

##### **SUMMARY OF DUTIES**

Reporting to the Manager, Marketing, Social Media and Creative Services, this position will provide digital communications & customer and client service support to the City of Hamilton. This includes representing the City of Hamilton (corporately) on social media networks and various other responsibilities related to social media, marketing and customer service. This position will work closely with Marketing, Communications, Creative Services and Digital through the City's Communications & Intergovernmental Relations Division.

##### **GENERAL DUTIES**

Execute the City of Hamilton's social media strategy while adhering to the City of Hamilton Social Media policy. This includes day-to-day management of @cityofhamilton on Twitter, Instagram and LinkedIn.

Plan, develop and execute content calendars with daily key messages in collaboration with team members and with coordination from City departments.

Monitor the City's social channels and profile, and work in partnership with Customer Service and Communications team members to identify issues and respond effectively and timely to online comments and questions.

Identify, collect and regularly distribute social media analytics.

Ensure that the City's social media strategy is aligned wherever possible with the City's broader Communications and Web strategies.

Monitor all forms of social media for coverage on the reputation of the City of Hamilton.

Deliver guidance to staff about public information campaigns which include social media.

Create graphics and images specifically for use on social media, in tandem with Creative Design Services team.

Identify and encourage opportunities for positive social media coverage for the City of Hamilton.

City of Hamilton lead social media photographer; management of the City of Hamilton photo library.

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

Provide social media and marketing assistance to City departments generally and/or as part of a campaign.

Serve as a subject matter expert on the City's social media policy, social media strategy and social media disclaimer.

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

Working closely with Communications staff to support staff engagement initiatives.

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

Perform other duties as assigned which are directly related to the normal functions of this position.

Participate in the City of Hamilton's Emergency Response.

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

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.

Hours of work to primarily be during the day, with an expectation of evening and weekends where required.

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

### **QUALIFICATIONS**

1. Demonstrated experience in marketing and public relations or marketing communications environment normally acquired through the completion of a Degree or Diploma in Marketing, Communications, new media journalism or a related discipline and/or a combination of education and related marketing experience with preference given to candidates who have public sector experience.
2. An understanding of social media tools and the needs/requirements of the target audience within municipal government and/or the broader public sector.
3. Knowledge of, or the ability to familiarize themselves with the City of Hamilton's programs and services.
4. Strong knowledge and experience using social media channels (e.g. Twitter, Instagram, YouTube, LinkedIn, Facebook etc.).
5. Proven experience using social media in a professional capacity, including preparing and analyzing digital metrics.
6. Experience using a social media scheduled tool (e.g. Hootsuite) is required.
7. Knowledge of graphic design, photography & video editing tools and software would be an asset.
8. Experience in a computerized environment. Working knowledge in Word, Excel, Microsoft Outlook and Internet Explorer and web page applications Working knowledge of or ability to learn Microsoft Access.
9. Must have superior written, oral and visual communication skills, including experience in creating and editing documents.
10. Demonstrated time management and project management skills.
11. Ability to balance a number of projects 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.**