

CITY OF HAMILTON

CITY MANAGER'S OFFICE (COMMUNICATIONS & STRATEGIC DIVISION – LOCATION – TBD)

CORPORATE COMMUNICATIONS OFFICER – STRATEGIC PRIORITIES

OVERVIEW

Reporting to the Manager, Communications, the City is seeking a dynamic and experienced Communications Officer to join our team. The Corporate Communications Officer – Strategic Priorities will be responsible for developing and implementing communication strategies specifically related to our strategic priorities, budget, and corporate initiatives. This role requires a creative and strategic thinker with exceptional writing skills and the ability to manage multiple projects that directly impact the organization's vision, mission, and priorities; enhance the city's reputation; and build trust and confidence within the community. The individual will work closely with the City Manager and Senior Leadership Team to ensure alignment with organizational goals.

RESPONSIBILITIES

Develop and execute comprehensive communication plans and strategies to support strategic priorities, and corporate initiatives.

Create, edit, and manage high-quality content for various channels, including websites, social media, newsletters, press releases, and other marketing materials, with a focus on aligning with organizational objectives.

Assist in managing media relations, including drafting press releases, organizing media avails, and maintaining relationships with journalists and media outlets, to promote strategic initiatives and enhance the City's reputation.

Collaborate with internal departments and work closely with the City Manager and Senior Leadership Team to ensure consistent messaging and branding across all communications related to strategic priorities, corporate projects and initiatives.

Work closely with the Marketing, Social Media & Creative Services team and Media Relations team to ensure content across channels is coordinated

Monitor and analyze the effectiveness of communication strategies and campaigns, providing insights and recommendations for improvement, particularly concerning strategic goals and branding efforts.

Manage and update the organization's website and social media platforms to ensure timely and accurate information is shared, particularly regarding strategic projects and branding initiatives.

Assist in crisis communication planning and response, ensuring timely and appropriate communication with stakeholders in alignment with corporate strategies and reputation management.

Collaborate with Government Relations and Leadership to promote strategic initiatives and enhance the City's reputation.

Organize and manage external corporate communications contracts.

Stay current with industry trends and best practices in communications, digital media, and public relations, with a focus on strategic impact and branding.

QUALIFICATIONS

1. Bachelor's Degree in Communications, Media and Digital Communications, Journalism, English, Public Relations, or a related field.

2. Minimum of 3-5 years of experience in a communications role, preferably in a non-profit or public sector environment.
3. Exceptional written and verbal communication skills, with a keen eye for detail and accuracy.
4. Extensive knowledge of good communication principles and practices, particularly as they relate to strategic corporate communications, digital channels, service experience, issues management, and media relations.
5. Proficiency in using digital communication tools and platforms, including social media, content management systems, and email marketing software.
6. Strong organizational and project management skills, with the ability to handle multiple tasks and meet deadlines.
7. Demonstrated experience in media relations and the ability to develop and maintain positive relationships with media contacts.
8. Creative thinker with the ability to develop and implement proactive and innovative communication strategies and content.
9. Strong interpersonal skills and the ability to work effectively with diverse teams and stakeholders.
10. Ability to exercise discretion and maintain confidentiality.
11. Strong customer service skills with both internal and external stakeholders.
12. Knowledge of crisis communication strategies and experience in handling sensitive issues is an asset.
13. Ability to work independently and as part of a team, with a proactive and results-oriented approach.
14. Proven ability to develop and implement communication strategies that support strategic priorities, corporate initiatives, and branding efforts.
15. Experience in initiatives that enhance the city's reputation and build trust and confidence within the community.
16. Experience working closely with senior leadership teams to align communication strategies with organizational goals.
17. Strong proficiency in digital media and multimedia content creation and management.