

CITY OF HAMILTON

CITY OF HAMILTON – COMMUNICATIONS & ENGAGEMENT DIVISION (LOCATION – CITY HALL)

SOCIAL MEDIA & MARKETING COORDINATOR – HAMILTON WATER

SUMMARY OF DUTIES

Reporting to the Manager, Marketing, Social Media and Creative Services and in partnership with Public Works Department and the Water Division, this position will provide social media, graphic design and marketing support to the City of Hamilton and Hamilton Water. This includes representing the City of Hamilton on social media networks and various other responsibilities related to social media, marketing and customer service. This position will work daily with staff from Hamilton Water and the City's Communications & Engagement Division.

GENERAL DUTIES

Responsible for the City of Hamilton's public communications on social media specific to Hamilton Water, including but not limited to Instagram, Facebook and others; liaising with corporate Social Media team on a daily basis. Monitor the City's social channels and profile, and work in partnership with Hamilton Water Outreach and Education, Communications and Customer Service team members to identify issues and respond effectively and timely to online comments and questions specific to Hamilton Water.

Partner on all marketing, public education and information campaigns within Hamilton Water, including project management of campaign development, budget control, collaboration with Communications & Engagement Division team members, external partners and key stakeholders when required.

Create rich media content specifically for use on social media and for external marketing campaigns, in tandem with other Marketing, Social Media & Creative Design section team members; including and not limited to photography, videography and graphics, consistent with the City of Hamilton Brand Guidelines & design standards.

Responsible for the planning and execution of the Hamilton Water social media strategy, including ongoing improvement and evolution within. This includes to development of content calendars with daily key messages in collaboration with Communications team members and with coordination from Hamilton Water Outreach and Education and customer service teams, as well as the Hamilton Water leadership team and others.

Monitors budget for the various marketing projects in accordance with established Corporate/Departmental procedures ensuring that project expenditures are within budgeted levels.

Identify, collect and regularly distribute marketing campaign and social media analytics on a regular basis, ensuring key performance indicators are reviewed on a regular basis.

Ensure that all marketing and social media tactics are aligned with the City's broader Communications strategy.

Liaises with Customer Contact Centre and Hamilton Water Outreach and Education and customer service phone staff to ensure messages are coordinated.

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

Participate in the City of Hamilton's Emergency Response, as well in any response as required by Hamilton Water.

Support City of Hamilton corporate social media channels and staff as required.

Hours of work to primarily be during the day, with an expectation of evening and weekends where required, consistent with the City's Disconnecting from Work Policy and provincial Right to Disconnect Legislation.

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

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 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. Strong knowledge and experience using social media channels (e.g. Instagram, Facebook etc...) in a professional capacity, including preparing and analysing digital metrics.
4. Professional and related experience in graphic design is required, including demonstrated experience using Adobe Creative Suite with a focus on InDesign, Illustrator and/or Photoshop. Knowledge of photography & video editing tools and software would be an asset.
5. Excellent organizational and time management skills with demonstrated ability to plan and organize work, set priorities and meet deadlines on multiple tasks simultaneously.
6. Excellent customer service skills required to understand customers' needs; collaborate effectively and respectfully.
7. An understanding of water, wastewater and stormwater would be an asset.
8. Demonstrated ability to research, analyse and interpret statistical, financial and business practice information. Must have excellent problem solving and negotiation skills.
9. Progressive work experience/knowledge in the areas of marketing research, marketing strategy, communication planning, communication technology and managing a multi-disciplinary staff/consultant.
10. Demonstrated experience with project management practices conducting marketing/communication studies and projects including advanced scheduling, resource planning, risk management and cost control.
11. Demonstrated leadership and team-building skills along with demonstrated decision-making and problem-solving skills dealing with challenging situations.
12. Ability to work independently and in a team setting. Ability to exercise discretion, judgment and work with a degree of autonomy.
13. Must have superior written, oral and visual communication skills, including experience in creating and editing documents.