

# CITY OF HAMILTON

## **CITY MANAGER'S OFFICE** **DIRECTOR, COMMUNICATIONS AND COMMUNITY ENGAGEMENT**

### **Overview**

This role is a dynamic opportunity to lead and shape the City of Hamilton's communications and public engagement efforts. Reporting to the Chief of Staff to the City Manager, you'll drive strategic communication and engagement initiatives that connect with the community, making a tangible impact on how the City engages, informs, and inspires its residents, with a strong emphasis on transparency and responsiveness.

This position plays a pivotal role in enhancing the City's reputation through creative and effective communication strategies, while upholding the highest standards of public engagement. You will lead efforts in issues management, crisis communication, internal communications, media relations, social media, graphic design, public engagement, and advertising oversight, ensuring the City remains responsive to the needs of its residents. Additionally, you will steward the City's website and digital assets, ensuring they are vibrant, accessible, and responsive tools for public interaction.

Supported by a talented team in Communications, Social Media, Graphic Design, Public Engagement, and Digital Communications, you will help shape the City's narrative, lead key initiatives, and build stronger connections with the community.

### **Responsibilities**

Oversee and direct the corporate communications function, including leadership of staff and development/maintenance of the City's internal and external communications strategies.

Oversee and direct the implementation of the City's framework and policy for public engagement, including the monitoring of the quality and consistency of the City's engagement activities.

Plan, develop and oversee city-wide strategic public engagement and communication projects and initiatives on behalf of the corporation.

Management of the communications business unit including budgets, resourcing, and departmental client management.

Act as a key senior advisor to the City Manager, SLT corporate communications and on public engagement, providing and taking the lead in issue and reputation management support and acting as the chief spokesperson for the City.

Act as chief communications counsel to City Council.

Responsible for reputation and issue management functions for Council and the Administration.

Development and maintenance of a media relations strategy, including a social media program, and the establishment of structured operating guidelines which ensure the City's communications needs are effectively met at all times.

Budget management and forecasting across the team and providing input to departmental clients.

Direct the development, presentation and maintenance of a positive corporate image, executed through a variety of communication channels and strategies, including through social media and other digital assets.

Provide tools and coaching to staff and operating departments to develop the ability of the organization and operating departments to anticipate and manage current/emerging issues.

Attend public meetings to present the City's position/actions to the public, media and outside government bodies, regularly acting as the main spokesperson on communication issues.

Provide professional consultation, including conducting research and analysis and preparing reports for presentation to Council and its committees.

Oversee and direct the research and analysis of various reputational issues, written reports, and correspondence to present the City's position on a wide variety of topics and issues.

Communicate with the general public, staff, SLT, Council members, and the Mayor to provide information on relevant intergovernmental topics and issues.

Provide strategic advice to the City Manager and other members of SMT for communication and reputation strategies on strategic initiatives, and on complex corporate issues while managing potential risks.

Take key leadership role on cross-departmental and corporate-wide projects.

Represent the City Manager and act on behalf of the City Manager at various internal and external meetings, project teams and functions.

Ensure that communication services are provided in accordance with City and Provincial guidelines and in the most effective and efficient manner, consistent with the City's Mission, Vision and Values.

### **Qualifications**

1. University degree in Communications, Political Science, Journalism, or Business, and extensive related progressive management experience, or an equivalent combination of education and experience.
2. Highly developed analytical and business planning skills with a proven track record for both long-term and proactive strategic thinking.
3. Highly developed ability to articulate a vision, to lead and inspire others, complemented by excellent oral and written communication skills.
4. Exceptional interpersonal and consulting skills, excellent customer relations and client management skills, ability to work under pressure, meet deadlines, and manage multi-focused often highly confidential priorities.
5. Demonstrated ability to effectively manage staff in a results-oriented environment.
6. Demonstrated experience in a role that has responsibility for the development and implementation of community-based policies, strategies and/or public engagement programs.
7. Ability to coordinate multiple projects and manage multiple priorities.
8. Ability to be flexible and willing to change priorities to meet constantly changing demands and ambitious deadlines.
9. Proven ability with issues management and crisis communications.
10. Ability to deal effectively with elected officials, representatives of other levels of government, management, peers, staff and the general public.

11. Thorough knowledge and understanding of statutes, regulations, standards and by-laws.
12. Strong analytical, problem-solving and research abilities.
13. Working knowledge of computer software applications (Microsoft Office).