

## **CITY OF HAMILTON**

### **CITY MANAGER'S OFFICE**

### **(COMMUNICATIONS – DIGITAL COMMUNICATIONS - LOCATION – 71 MAIN STREET W.)**

### **MANAGER, WEB STRATEGY & USER EXPERIENCE**

#### **SUMMARY OF DUTIES**

Reporting to the Director of Communications & Strategic Initiatives, the Manager, of Web Strategy and User Experience provides overall direction, guidance and strategic oversight for the main City website (hamilton.ca) and online public engagement platform (engage.hamilton.ca). In this role, the Manager is ultimately responsible for product vision, roadmap for citizen experience, performance monitoring and decision making of the City's website(s) to ensure consistency through future growth. The Manager, Web Strategy & User Experience is responsible for the development of web-related policy and procedures, including privacy and accessibility, and achieving corporate-wide compliance through tools such as training.

The City of Hamilton website is the municipality's mission-critical communications and engagement tool. With over four million visitors per year, it is the tool that reaches the greatest number of citizens most often. The Manager's role is to understand how members of the public are interfacing with the City's website and ensure that information informs the direction and strategy of the organization. The Manager will also be responsible for ensuring that the City's website has the user interface and functionality to help the City achieve its strategic priorities, develop complementary product and program strategies and balance user experience, business and technology requirements.

The Manger oversees the management of the City's website from design, deployment, development, and maintenance activities. The Manager is the primary point of contact for third-party vendors who are hired and assist with the development and maintenance of the City's website and is responsible for the review of all third-party contributions made to the site to ensure compliance with privacy, accessibility and brand requirements.

The Manager, Web Strategy & User Experience is the municipalities key resource related to web strategy and is responsible for providing strategic counsel and support to Council, senior leadership and for ensuring internal business functions make strides in understanding and improving how citizens experience their programs on the City's website.

#### **GENERAL DUTIES**

Lead and provide strategic direction for stakeholders on how the City's website is designed and functions, including which content or advancements to the site are appropriate and which are not.

Maintain continual awareness of emerging best practices in web design, user experience, content management, conversion optimization, and related subjects, provide advice and recommendations to the Senior Leadership Team and divisional leaders on how they use the City's website in conducting their program's business.

Direct developing, executing, prioritizing and coordinating the web strategy as an integral part of the City's communication function.

Monitor and interpret statistical data available from the City's website, identify user trends on the City's website and implement the use of metrics to inform future web planning across the organization.

Maintains responsibility for the collection and interpretation on communications metrics in the Communications and Strategic Initiatives Division. Benchmark performance across all communications channels and help the Division explore, analyze, and understand their data to quantify their impact and make channel investment decisions.

Improve data visibility for the City through the use of data visualization, including dashboards and charts, to inform strategy and provide data-based recommendations to stakeholders across the City, including those with technical and non-technical backgrounds.

Advise, implement and operationalize policies for web services around privacy, accessibility and consistent user experience to build public trust and confidence in the organization.

Direct, manage, lead, and mentor a high-performing team of user experience, web production and content publishing staff, including: recruitment, supervision, development, performance evaluation and disciplinary actions.

Manage operational costs, budgets and forecasts to support strategic and operational requirements.

Ensures that all employees perform work in accordance with applicable health and safety legislation and all City of Hamilton corporate and departmental policies and procedures.

Performs other duties as assigned which are directly related to the major responsibilities of the job.

## **QUALIFICATIONS**

1. Post graduate diploma or degree in digital communications, new media design, user experience design or related field.
2. Strong knowledge and related experience in all relevant aspects of digital product development including but not limited to web and app design, online and virtual engagement, usability, accessibility, SEO, advertising, and brand management.
3. Expert knowledge of web analytics tools (Omniture/Adobe Analytics/Google Analytics) and experience with dashboard building (Data Studio).
4. Understanding of data privacy principles, and privacy-related policies as they relate to the digital landscape.
5. Strong leadership, coaching, and performance management skills with the ability to lead a team.
6. Strong strategic thinker and able to help lead change in an evolving environment. Experience in change management and transition planning is an asset.
7. Highly developed analytical and business planning skills with a proven track record for long-term visioning and strategic planning.
8. Strong project management & organization skills; ability to balance multiple time-sensitive projects; proven analytical & problem-solving abilities; strong attention to detail.
9. Ability to communicate effectively with all levels of the organization, including verbal and written; highly developed listening skills; demonstrated ability to prepare corporate reports, presentation materials and present communication strategies and technical analysis effectively to non-technical audiences.
10. Ability to deal with confidential matters and information, including service reviews, service design that may have human resources implications; demonstrated experience regarding matters of

human resources and performance reviews of staff.

11. Experience in a computerized environment. Proficiency in Word, Excel, Microsoft Outlook, Internet, desktop publishing and web page applications.
12. Extensive experience of superior written, oral and visual communication skills, including new content development, communication strategies and web copy editing.
13. Demonstrated ability to balance a number of projects simultaneously and to meet deadlines is essential.