

CITY OF HAMILTON

CITYHOUSING HAMILTON (TENANCY ADMINISTRATION SECTION - LOCATION 360 KING ST. E.)

PROMOTIONAL MARKETING OFFICER - CUPE 5167

SUMMARY OF DUTIES

Reporting to the Manager, Tenancy Administration. Promotes properties managed by CityHousing Hamilton to the community by making public presentations, showing vacant units and holding open houses to encourage prospective tenants to rent from CityHousing Hamilton. Negotiates, generates and signs initial leasing contracts.

GENERAL DUTIES

Promote primarily City owned Market Rent units in combination with some Rent Geared-to-Income units as required, to ensure all are fully rented by marketing to potential tenants.

Provide a positive experience to tenants from the first point of contact to the end of the first month after move in.

Create advertising material by writing brochures, taking photographs and designing handouts.

Hold open houses, show units, create and host displays. Maintain and manage waiting lists and responds to telephone and email inquiries.

Present information sessions for the public and community agencies by using Power Point software.

Collect data on vacancies, rental patterns and demographics to develop marketing plans. Track vacancies to match features to potential tenants.

Advise and assist applicants in choosing suitable housing options considering their needs and requirements.

Research qualifications of potential tenants, including doing credit checks, calling landlords and collecting a variety of paperwork to support application.

Negotiate leases, enter data into computer programs and sign leases.

Process and calculate assigned rents, ensuring all detailed and relevant income and family composition data is received for distribution to other departments.

Verify eligibility for rental subsidy and calculates all tenant rent charges, lease changes or amendments to leases on a monthly basis or as required.

Work with Property Managers to move tenants into buildings as efficiently as possible. Maintain and update waiting list and expedite move-ins.

Research and write reports and collect information on housing market and issues to determine trends and requirements of customers.

Advise and make recommendations on rental policies by collecting feedback from potential tenants and community agencies.

Maintain CityHousing Hamilton market and rent geared-to-income funding targets.

Maintain a targeted vacancy rate as per CityHousing Hamilton key performance indicators.

Develop and implement a one, three and five year marketing plan for CityHousing Hamilton.

Perform other duties as assigned which are directly related to the responsibilities of the 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 promotion within the community, normally acquired through the completion of a Community College Diploma or an equivalent combination of education and relevant marketing/social services experience.
2. Experience in a computerized environment. Working knowledge of Microsoft Office XP (Microsoft Outlook, Word and Excel). Knowledge of Northgate system would be considered an asset.
3. Demonstrated knowledge of Residential Tenancies Act.
4. Sound knowledge of business procedures and demonstrated ability to perform complex rent calculations according to Housing Services Act.
5. Sound knowledge of community needs for marketing purposes as it relates to this position. Knowledge of other Social programs and local community resources.
6. Self-starter with ability to take initiative and be proactive. Ability to work with a high degree of independence to initiate and complete work assignments and to work on multiple projects and set priorities. Proven ability to meet rental unit objectives goals and initiatives.
7. Excellent oral and written communication skills is required along with strong organizational, interpersonal, facilitation and analytical skills.

THIS POSITION REQUIRES A VALID CLASS "G" DRIVER'S LICENCE AND PROOF THEREOF IS REQUIRED AFTER HIRE.