

CITY OF HAMILTON

CITYHOUSING HAMILTON (STRATEGY & QUALITY IMPROVEMENT SECTION – LOCATION – TBD)

COMMUNICATIONS CO-ORDINATOR - CHH

SUMMARY OF DUTIES

Reporting to the Manager, Strategy & Quality Improvement, the Communications Coordinator – CHH is responsible for providing a high-quality tenant experience by ensuring tenants receive the information they require, at the right time in the right way. The incumbent will provide strategic communications counsel and tactical support to CHH, including public relations, advertising, public affairs and media relations.

The Communications Coordinator – CHH will manage the development and administration of tenant focused communications plans and materials, as well as internal communications plans related to the CityHousing Hamilton (CHH) services, initiatives, policies, etc. The Communications Coordinator – CHH works closely with staff from across the organization to build consistency, transparency, and accessibility in all CHH communication products. In addition, the Coordinator leverages the experience and advice of the Equity Specialist to ensure all communications are planned, designed and delivered through a lens of diversity, equity and inclusivity.

GENERAL DUTIES

Develops, coordinates, analyses and evaluates a strategic communication plans and campaigns for CHH tenants addressing tenant communications needs through a variety of methods and vehicles, working closely with the CHH Management Team to ensure that both tenant and employee communications are timely, informative, effective and efficient.

Stays knowledgeable by monitoring assigned trends, issues and legislation that affect CHH, its tenants or stakeholders.

Engages tenants, staff, CHH partners and stakeholders to create a sense of inclusion and continuously learn how we can serve them better.

Provides advice and counsel to CHH staff on matters of communication, advertising, public affairs and media relations from a strategic point of view consistent with corporate communications.

Formulates and implements communications plans to support CHH in building effective relationships with its tenants, staff and stakeholders.

Identifies and encourages opportunities for positive media coverage for CHH.

Co-ordinates projects, programs or events that require the collaboration of a variety of internal resources.

Co-ordinates and edits key publications such as newsletters, CHH website, print ads, news releases and articles with internal and external suppliers.

Assists in the development and maintenance of CHH's communications policies and procedures to ensure that the public relations services provided by CHH are delivered consistently to all stakeholders.

Creates and provides web page updates for the CHH intranet. Develops content and monitors social media tools and campaigns. Ensures coordination with other key City of Hamilton and community social media accounts.

Maintains corporate identity standards as per policy, in addition to meeting quality graphic and design standards.

Conducts research related to digital and social media disseminating and reporting back the research findings to influence CHH's communication plans and tactics.

Assists with to logistical arrangements for community events, invoicing, maintaining photo library, reviewing and providing feedback on standardized tenant communications as required.

Works 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.

Performs other duties as assigned that are directly related to the responsibilities of this position.

QUALIFICATIONS

1. Demonstrated experience with audience analysis, communication theory and development of communication strategies for internal and external audiences, corporate communications, public relations or a marketing communications environment normally acquired through the completion of a Degree or Diploma in Public Relations, Commerce, Journalism or a related discipline or an equivalent combination of education and related work experience.
2. Demonstrated training and experience in employee communications normally acquired through completion of certified training courses and related work experience.
3. Proficiency required across a broad range of communications and public relations disciplines including issues management, communication planning and implementation, advertising, media relations, presentations, community relations, event co-ordination and promotion.
4. Capable of working independently as well as part of an interdisciplinary team and of building strategic relationships both within and outside the organization.
5. Experience in a computerized environment. Proficiency in Word, Excel, Microsoft Outlook, Internet, desktop publishing and web page applications.
6. Must have superior written, oral and visual communication skills, including experience in creating and editing documents with a high degree of accuracy.
7. Proficiency and experience with current social media tools and best practices.
8. Ability to assist and liaise effectively with City of Hamilton Strategic Communications team for media relations issues and inquiries.
9. Strong understanding and experience with a broad range of marketing channels and diverse audiences.
10. Ability to balance a number of projects simultaneously and to meet deadlines is essential.
11. Experience working with diverse community groups such as not-for-profit social agencies, various levels of government, highly diverse communities, volunteer based organizations and other stakeholders.

THE INCUMBENT SHALL COMPLY WITH ALL HEALTH AND SAFETY POLICIES AND PRACTICES FOR THIS POSITION AND THE WORKPLACE.
