

CITY OF HAMILTON

PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT (TOURISM AND CULTURE DIVISION) – –LISTER BLOCK, 2ND FLOOR

MARKETING & PROMOTION OFFICER - CUPE 5167

SUMMARY OF DUTIES

Reporting to the Manager of Cultural Planning and Marketing, the Marketing & Promotion Officer will prepare, monitor and update the Division's marketing and communications plans to enhance the City's image, attract visitors, businesses, tournaments and conventions and increase visitor attendance and revenues at local attractions, businesses and visitor services.

The Marketing and Promotions Officer oversees the work of the Division's marketing staff and coordinates the Division's operating and project specific capital marketing budgets, conducts annual marketing effectiveness and process reviews. The Marketing and Promotions Officer is responsible for securing and administering federal and provincial grants, corporate sponsorships and negotiating marketing and promotion opportunities specific to the tourism and culture sector.

The Marketing and Promotions Officer will adhere to Corporate and Departmental marketing, communications and procurement standards and guidelines.

GENERAL DUTIES

Oversees the work of the Division's marketing staff and leads the Division's marketing functions using a "best practice" approach to identify innovative and creative marketing services, programs and technologies to meet visitor and citizen needs taking into consideration service delivery including legislation, policies, industry trends and cost benefit analysis.

Directs the development, coordination and implementation of the Division's long and short term marketing and communication plans for the City's tourism, cultural, arts, heritage and events initiatives.

Directs the development, coordination and implementation of marketing plans for the City's major and signature events including the Hamilton Tall Ships, War of 1812 Bicentennial Commemoration and Re-enactment of the Battle of Stoney Creek.

Administers and monitors the Division's marketing operating budgets including various capital projects (e.g. War of 1812 Bicentennial Commemoration) in accordance with established Corporate/Departmental procedures ensuring the project expenditures are within budgeted levels.

Secures federal and provincial grant funding for major and signature events and corporate sponsorship opportunities. Develops partnerships and negotiates media opportunities with local, GTA and Western New York media.

Provides effective cost control through budget preparations, monitoring of cost control reports and financial statistical data.

Develops Terms of Reference and Requests for Proposals, evaluating consultant submissions and recommending selection.

Leads the Tourism and Culture Division Marketing Committee. Directs the development of coordinated marketing tactics with corresponding metrics for each of the Division's Sections (Creative Industries, Cultural Planning and Marketing, Heritage Resource Management and Tourism and Visitor Services). Provides summary reports,

Job Desc # 5375

analyses results and makes recommendations to increase efficiencies, participation opportunities and revenues as applicable.

Promotes and facilitates collaboration, teamwork and other forms of integration among sections and visions of the Planning and Economic Development Department, Public Works Department and other internal and external stakeholders in the development and implementation of tourism and culture initiatives.

Leads a variety of cross-sectoral teams e.g. Ontario Tourism Marketing Partnership consisting of staff, volunteers and industry stakeholders to achieve Corporate and Industry objectives

Establishes and monitors service level indicators to enhance best practice service delivery levels and quality. Manages the design and production of public facing marketing products such as the Civic Museums Field Trip Planner, War of 1812 publications, newsletters, web sites, communications etc.

Coordinates market research on audiences (internal and external consumer, education, organizational, travel trade) and marketplace (events, arts, culture, heritage) to segment the market, exploit market opportunities and improve visitor and citizen experience. Conducts Fair Market Value Assessments e.g. corporate rentals and admissions for all relevant user groups to inform Council approved rates and fees.

Directs the production and implementation of Division-wide branding in all consumer facing mediums including Visitor and Community Guides, School Program Guides, corporate and social rental brochures and seasonal publications. Implements quality assurance measures to ensure the integrity of the City's image and established brands are maintained as per Corporate policy and graphic and design standards.

Directs, monitors and evaluates the work of contracted consultants in the development and production of tourism and culture products and services.

Responsible for all aspects of the management of the Tourism and Culture Division's websites to ensure a high level of customer service including: content development, accessibility compliance, ticket sales and bookings. Initiates revenue generation opportunities such as banner ads. Oversees performance tracking and continuous improvement initiatives including evaluations tools and analytics.

Continually monitors, evaluates and refines marketing strategy. Oversees the maintenance of marketing tracking systems. Creates reports as necessary to management, boards and Council.

Coordinates the development of PSA's, media kits, responds to media inquiries and conducts interviews related to Divisional programming and major events as required.

Initiates and maintains contact with the media by monitoring news media, reviewing and analysing media coverage and maintains the media contact list.

Identifies and encourages opportunities for positive media coverage for the Corporation through various tourism and culture based programs, projects and initiatives

Builds, fosters and maintains intergovernmental, interdepartmental and public/community partnerships and initiatives e.g. Attractions Ontario, Regional Tourism Organization that support provincial and regional and tourism and culture objectives.

Provides verbal and written presentations to management and reports regularly on the status of projects, milestone achievements, fiscal status etc. Prepares recommendations and outlines preferred course and action.

Represents the Division on various community/internal/departmental committees, Provincial Board and advisory committees as required.

Provides professional and sectoral advice to management staff including other City departments 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 which are directly related to the responsibilities of the position.

QUALIFICATIONS

1. Baccalaureate degree in Business, Marketing, Tourism Management, or Recreational Leisure Services or the combination of equivalent education and work experience.
2. Considerable demonstrated knowledge and experience in marketing and promotion in the tourism and cultural industry, corporate and consumer sector, sales and promotional work with established industry contacts.
3. Demonstrated ability to research, analyse and interpret statistical, financial and business practice information specific to the tourism and culture sector. Must have excellent problem solving and negotiation skills.
4. Experience coordinating various configurations of staff, stakeholder and volunteer teams and overseeing project budgets.
5. Must have industry and sectoral experience and acumen sufficient to represent the City on industry Boards, Committees and at Provincial policy tables as required.
6. Experience in working with and overseeing the work of consultants, contractors and volunteers.
7. Customer service and continuous improvement oriented. 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.
8. Excellent critical thinking, evaluation and analytical skills and the ability for long-term visioning and strategic thinking. Ability to exercise discretion, judgement and work with a degree of autonomy.
9. Experience in a computerized work environment. Working knowledge of Microsoft Office XP (Word, Excel, Outlook, PowerPoint).
10. Excellent written and verbal communication skills. Strong organizational, interpersonal, facilitation and analytical skills.
11. Flexible work environment with some evening and weekend work required.
12. Must possess a Class "G" licence.

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

NOTE:

This position may be required to work nights and weekends, as well as staggered work hours to meet operational needs

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