

CITY OF HAMILTON

PLANNING & ECONOMIC DEVELOPMENT DEPARTMENT
(ECONOMIC DEVELOPMENT & REAL ESTATE DIVISION – BUSINESS DEVELOPMENT – LOCATION –
1 JAMES STREET SOUTH, 8TH FLOOR)

COORDINATOR – MARKETING

SUMMARY OF DUTIES

Reporting to the Manager of Business Development, coordinates the marketing design, researches, delivers and promotes functions for business/economic development and downtown and community renewal in support of generating new property tax assessment, employment and revitalization in the City of Hamilton.

GENERAL DUTIES

Coordinates and supervises the development, design, compilation and provision of all business/economic development and downtown and community renewal related information and communication and marketing resources. Designs and prepares annual reports, newsletters and other information and marketing/promotions publications.

Develops and implements a communications and marketing strategy for business/economic development and downtown/community renewal. Acts as the key contact for all advertising/promotions related to the Divisions.

Supervises marketing research and information staff, consultants, summer and co-op students on all marketing and promotions related projects.

Working with the Department's Communications Officer, designs, develops, maintains and updates the Divisions' website including the design and development of the e-newsletter, business directory, news items, etc.

Composes correspondence and prepares reports related to marketing initiatives, research, analysis and promotion for management and other divisional staff.

Researches other marketing programs, approaches, opportunities, best practices and makes recommendations concerning marketing program changes/approaches.

Liaises with other departments and external agencies to collect and analyze demographic and economic characteristics for use in departmental publications and reports.

Represents the Economic Development & Real Estate Division and Downtown & Community Renewal Division in projects related to marketing community consultation and stakeholder relations.

Performs community outreach including organizing public information sessions, presentations to community and stakeholder groups.

Coordinates projects to initiate and maintain joint marketing initiatives with community and other internal/external stakeholders.

Provides support to the Directors in preparation of the Division's marketing/ advertising related budget.

Represent the Divisions on marketing and promotions related committees.

Develops, designs, maintains and updates trade booths, signs and displays.
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 major responsibilities of the job.

QUALIFICATIONS

1. Proven knowledge in marketing normally acquired through the completion of a University Degree in Public Relations, Communications, Marketing or Business or other related discipline and/or a combination of a Community College Diploma and more extensive, relevant work experience.
2. Progressively responsible experience working in municipal marketing/public relations with knowledge of municipal policy/process and creative and innovative approach to marketing.
3. Detailed oriented with exceptional research and analytical skills.
4. Must have excellent verbal and written communication skills and the ability to relate effectively with peers, all levels of management, business clients and the public.
5. Working knowledge of Microsoft Word, Excel, database software applications and Desktop publishing software.
6. Ability to manage, prioritize and balance a number of projects simultaneously and to meet deadlines is essential.
7. Capable of working independently as well as part of an interdisciplinary team.