

# CITY OF HAMILTON

## **PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT** **(TOURISM AND CULTURE DIVISION – CREATIVE INDUSTRIES & CULTURAL DEVELOPMENT – LOCATION** **– 28 JAMES STREET NORTH, 2<sup>ND</sup> FLOOR**

### **PROGRAM MANAGER – MARKETING AND DIVISIONAL PROJECTS**

#### **OVERVIEW**

Reporting to the Manager, Creative Industries & Cultural Development, the Program Manager – Marketing and Divisional Projects will lead, co-ordinate and manage a variety of strategic Corporately mandated/Divisional projects e.g. Music Business Plan, Film Office Branding, Music Strategy that advance the Division's strategic business goals. Conducts business process and program reviews of city-wide, Tourism and Culture Division led initiatives to ensure projects are responsive to identified community need and demonstrate the most efficient use of financial and staff resources.

Supervises a team of multi-disciplinary subordinates and has lead role responsibilities for the research, development, execution, reporting and evaluation of all aspects of Tourism Hamilton's short term and multi-year marketing program. Marketing program responsibilities include the leisure sector, major hosted events, in-market servicing and sales support for the meetings, conventions and sport tournaments sector to drive visitor attraction and economic spend.

The Program Manager – Marketing and Divisional Projects will utilize a demonstrated understanding of the scope and contribution of tourism and culture in the Corporation and community combined with a record of strong project management and community engagement and consultation experience. Provides leadership on multi-disciplinary staff and community-based project teams.

Implements a collaborative and consultative approach to engage various internal and external stakeholders including Council, staff, government agencies, industry partners and the community using a variety of mechanisms and methodologies.

#### **GENERAL DUTIES**

Identifies and manages all aspects of assigned projects including the development of tourism and culture-based strategies and policies and conducting business process reviews. Confirms funding and secures commitment from the project sponsor, stakeholders and project team members.

Develops project documentation including charters, accountabilities for decision making, plans, work break-down structures, project resource planning including the identification of tasks, estimated costs, project schedules, milestones, evaluation and assessment tools and any project team assignments.

Manages, monitors and reviews all project financials, project resources and project risk. Recommends procedures, maintains control and monitoring of projects to ensure projects are completed within the required schedule, within the approved budget and spending authority identifying any budget adjustments to the Manager of Creative Industries and Cultural Development.

Recommends strategies to the Director and Tourism and Culture Management Team in the delivery of Divisional services (e.g. social media, tourism marketing, music sector development, business attraction) to meet mandated goals and objectives. Assumes lead accountability for establishing tourism marketing goals and key performance indicators through the effective and efficient use of financial and staff resources. Uses a "best practices" approach in researching, developing and delivering quality services in a timely and cost-effective manner. Instils a user

experience/customer service focus for Tourism Hamilton marketing program and related business attraction activities.

Oversees all aspects of Tourism Hamilton's marketing program and business focus in the areas of leisure, major hosted events, in-market servicing and supports meetings, conventions and sales initiatives. Responsible for the development of annual marketing strategies, key performance indicators, continuous improvement initiatives and associated activities to drive visitor attraction and increase economic spend.

Responsible for the development of the Tourism Hamilton annual marketing operating budget, monitoring and reporting cycles. Oversees contracted vendors as required.

Takes a lead role and community development approach to initiate, develop and implement a variety of opportunities and methodologies for civic engagement and broad sector participation related to policy development and business/program review processes.

Facilitates public meetings, stakeholder consultation, focus groups, and/or internal project meeting/sessions.

Thinks creatively, demonstrates a passion for policy development, business process management and a commitment to continuous improvement strategies.

Researches and assesses industry and government trends, best practices and relevant legislation. Seeks opportunities to align with industry standards as applicable.

Develops and promotes a culture of continuous improvement and integrated, customer focused service channels e.g. website, digital media.

Manages changes that impact the cultural initiatives projects and proposes strategies for resolution and/or improvement.

Provides support to the Manager, Creative Industries and Cultural Development with regards to the continued development and implementation of quality assurance standards, project methodology and management. Ensures the governance standards and project methodology are adhered to throughout the project life cycle.

Develops and maintains relationships with divisional staff and supports the Manager of Creative Industries & Cultural Development to identify and develop new opportunities where appropriate.

Prepares reports and correspondence and makes presentations to senior management, Council standing committees and the general public as required.

Develops and maintains project budgets, schedules and other planning tools. Prepares regular status reports for the Manager of Creative Industries and Cultural Development.

Establishes, maintains and liaises with a network of external contacts including Destination Ontario, Regional Tourism Organization, Hamilton Chamber of Commerce and internal municipal contacts, and continually liaises with other Divisions and Departments.

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, economic development, marketing, public administration or related discipline pertinent to job functions combined with a minimum 5 years relevant business or government experience.
2. Demonstrated skill in business planning and analysis, project management, marketing principles and practices, data analysis and financial management. Experience in project oversight within the tourism, arts, economic development, culture and creative sector is preferred.  
  
Demonstrated record of strong leadership and guidance, customer focus, project management, business planning, quality assurance, financial management, team building, change management, self-motivation and a commitment to results and continuous improvement.
3. Demonstrated experience in the development and implementation of a variety of effective community consultation and engagement strategies.
4. Extensive project management experience leading multi-disciplinary teams, business/program improvement, quality assurance and continuous improvement.
5. Demonstrated ability to deal effectively and collaboratively with elected officials, business and community stakeholders, management, peers, and the general public.
6. Thorough knowledge of project management principles and practices, quality assurance and continuous improvement methodologies.
7. A high level of personal integrity and motivation, and excellent written and verbal communication skills are required.
8. An effective communicator, both orally and written, honed through practical experience.
9. Highly developed ability to articulate a vision to lead and inspire others.
10. Highly effective leadership, facilitation, communication, presentation, and interpersonal skills.
11. Excellent organizational, time management and multi-tasking skills.
12. Strong working knowledge of process and performance measures and methodologies.
13. Progressive supervisory experience demonstrated through direct or indirect reporting relationships.
14. Strong computer skills. Must possess thorough knowledge of the current suite of Microsoft productivity tools, including PowerPoint, Excel and Word.
15. Must be able to work evenings and weekends as required.
16. Must possess a valid Class G Driver's Licence.

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

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

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