

CITY OF HAMILTON

PLANNING & AND ECONOMIC DEVELOPMENT DEPARTMENT
(ECONOMIC DEVELOPMENT DIVISION, CORPORATE REAL ESTATE SECTION - LOCATION - HAMILTON
FARMERS' MARKET - LOCATION - 77 YORK BLVD.)

MARKETING ASSOCIATE

SUMMARY OF DUTIES

Reports to the Market Manager, Hamilton Farmers' Market, the Marketing Associate implements marketing programs that support the operations of the Market to attract and retain customers and vendors, while enhancing the Market's public image, boost civic pride, attract new customers to the area and contribute to the local business community. This position requires the incumbent to work Market days as scheduled including Saturdays.

The position is responsible for developing and implementing a strategic and integrated marketing plans for the Market, working with the Manager, the Vendor community and the Board through on-site activities, events, social media and online content as well as the coordination of traditional marketing channels.

GENERAL DUTIES

Accountable to the Market Manager, assists with the development and implementation of the overall marketing plan for the Market, and is responsible for the development and execution of all on-site Market events.

Responsible for developing marketing and client services that fit within the parameters of the monthly/annual Market budgets approved by the Board and Council.

Engages Market customers each day to welcome them and continuously learn how we can serve them better.

Conducts market research related to digital and social media disseminating and reporting back the research findings to influence the Market's marketing plans and tactics.

Coordinates and implements marketing programs and campaigns to encourage local and visitor shopping at the Market each day of the Market's operations.

Develops and coordinates a Market merchandise program including but not limited to Market shopping bags, carts, apparel and other promotional materials.

Develops, coordinates, analyses and evaluates a strategic online marketing presence for the Market through websites, social media and other digital mediums.

Develops content and monitors social media tools and campaigns (i.e. Twitter, Facebook, Instagram, Blogs etc). Ensures coordination with other key City of Hamilton and community social media accounts. Responsible for monitoring and measuring promotional initiatives related to social media.

Coordinates and edits key publications such as newsletters, print ads, news releases and articles. Prepares marketing collateral to promote the Market in community events and prospective stall holders.

Develops collateral and provides Market information and orientation sessions for vendors.

Proactively develops cross-promotional partnerships in the community.

Assists the Market Manager as required and performs other duties as assigned which are directly related to the normal functions of this position e.g. but not limited to receiving rental interests by phone, email or in person, petty cash & banking, mail sorting, answering the phone and related office administration.

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.

QUALIFICATIONS

1. Demonstrated experience in marketing, customer and/or a marketing communications environment normally acquired through the completion of a Degree or Diploma in Marketing, Advertising, Public Relations, or a related discipline and/or a combination of education and related work experience.
2. Demonstrated successful experience in marketing and customer service positions.
3. Proficiency required across a broad range of marketing, communications and public relations disciplines including planning, coordinating, implementing, and evaluating marketing plans and strategies.
4. Must have superior written, oral and visual communication skills, including experience in creating and editing with a high standard of accuracy. Experience in writing for diverse audiences using multiple formats.
5. Proficiency and experience with current social media tools and best practices.
6. Strong understanding and experience with a broad range of marketing channels and diverse audiences including metrics utilization and reporting related to social media channels and campaigns.
7. Capable of working independently as well as part of an interdisciplinary team and of building strategic relationships both within and outside the organization.
8. Excellent computer skills and knowledge of web-based applications. Working knowledge in Word, Excel, Power Point, Microsoft Outlook and Internet browsers and web page applications. Working knowledge of or ability to learn Microsoft Access.
9. Demonstrated time management and project management skills. Ability to balance a number of projects simultaneously and to meet deadlines is essential.

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. * * * * *