

CITY OF HAMILTON

PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
(ECONOMIC DEVELOPMENT DIVISION – BUSINESS INVESTMENT AND SECTOR DEVELOPMENT SECTION –
LOCATION 71 MAIN STREET W., 7TH FLOOR)

COMMUNITY RELATIONS COORDINATOR – IMMIGRATION

SUMMARY OF DUTIES

Reports to the Senior Project Manager, Immigration Partnership and working with the Hamilton Immigration Partnership Council (HIPC), the Coordinator implements communication programs that support the operations of HIPC to attract and retain newcomers to Hamilton, while enhancing the city's public image, and is responsible for various community outreach initiatives/projects.

The position is responsible for developing and implementing a strategic and integrated communications strategy for HIPC, working with the Senior Project Manager, HIPC members, and community partners, through projects, events, social media and online content.

GENERAL DUTIES

Accountable to the Senior Project Manager, develops and implements the overall communications plan for HIPC, including event planning and project management.

Manages projects and events coming directly from Hamilton Immigration Partnership Council key priorities, adding communications and marketing components to all new initiatives.

Engages newcomers, HIPC partners, and the general public to create a sense of inclusion and continuously learn how we can serve them better.

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

Leads on the administration of the HIPC website (<https://hamiltonimmigration.ca/>), several HIPC project websites, social media platforms, email newsletter, and other digital medias, developing content, monitoring, and evaluating social media tools and campaigns (Twitter, Instagram, MailChimp). Ensures coordination with other key City of Hamilton and community social media accounts.

Proactively develops cross-promotional partnerships in the community.

Assists the Senior Project Manager as required and performs other duties as assigned which are directly related to the normal functions of this position, for example logistical arrangements for community events, invoicing, maintaining photo library, taking meeting notes, 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.

Perform other duties as assigned which are directly related to the responsibilities of the position.

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, Communications, Public Relations, or a related discipline and/or a combination of education and related work experience.
2. 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.
3. Proficiency and experience with current social media tools and best practices.
4. Strong understanding and experience with a broad range of marketing channels and diverse audiences.
5. Capable of working independently as well as part of an interdisciplinary team and of building strategic relationships both within and outside the organization.
6. Excellent computer skills and knowledge of web-based applications, including MS Office. Working knowledge of or ability to learn graphic design using Canva.
7. Demonstrated time management and project management skills. Ability to balance a number of projects simultaneously and to meet deadlines is essential.
8. Experience working with diverse community groups such as not-for profit social agencies, various levels of government, ethno-cultural and faith-based communities, volunteer-based organizations and other stakeholders.
9. Strong knowledge of strengths and assets of immigrants and refugees. Lived experience as an immigrant or refugee is an asset.

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