

CITY OF HAMILTON

CITY MANAGER'S OFFICE

(CITY MANAGER'S OFFICE - LOCATION – CITY HALL, 71 MAIN ST.)

MANAGER – COMMUNICATIONS AND ENGAGEMENT (LRT)

SUMMARY OF DUTIES

This position will be reporting to the Director of Communications & Strategic Initiatives. It will also work closely with the Project Director – LRT, the LRT Executive Sponsor - the General Manager of Planning and Economic Development and the City of Hamilton's LRT Transportation/Transit Director.

The day to day work plan will be driven by the LRT project schedule and the work will be led through the LRT Project Director. The Manager – Communications, Engagement and Public Affairs will be a member of the senior leadership team of the LRT Office, which is located in the City of Hamilton's Planning and Economic Development Department.

This positions' primary responsibility will be to oversee the communications, engagement and council relations elements of the LRT project through effective communication strategies and exceptional government relations.

With direct oversight over LRT specific issues management, media relations and stakeholder relations (including federal and provincial governments, senior public sector partners, and local municipal stakeholders), this role will lead the City's LRT communications and engagement work and raise public awareness of City activities specific to LRT.

PROJECT OVERVIEW

Hamilton LRT is focused on improving access to transit and supporting the continued growth and revitalization of the city. It is the first piece of a broader rapid transit strategy for Hamilton, referred to as the BLAST Network, as well as a priority project in Metrolinx's Regional Transportation Plan.

In May 2021, a joint funding announcement was made by the provincial and federal governments committing \$3.4B to the capital cost of the project, making the Hamilton LRT one of the largest infrastructure investments in the City's history.

The LRT will connect McMaster University in the west end of Hamilton to Eastgate in the east, with new light rail vehicles running along tracks separated from regular traffic, offering frequent, safe and reliable service. It will also integrate with Hamilton Street Railway (HSR) bus service, and connect with local bike share, and GO bus and rail service.

GENERAL DUTIES

Oversight of the LRT specific communications function, including the maintenance of the City's multi-faceted internal and external communications strategy that will be developed for the LRT project.

Liaise with Metrolinx on all communication related issues and initiatives.

Oversee the development, presentation and maintenance of a positive corporate image, executed through a variety of communication channels and strategies, including social media.

Ensure that communication services are provided in accordance with City and Provincial guidelines and in the most effective and efficient manner, consistent with the City's Mission, Vision and Values.

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Development and maintenance of a media relations strategy, including a social media program, internal guidelines for media spokespersons, and the establishment of structured operating guidelines which ensure the City's communications needs are effectively met at all times as it relates specific to LRT.

Act as a resource to the City Manager, SMT, City Departments, and Council providing issues management support and preparing corporate position statements on issues pertaining to LRT as they arise

Attend public meetings to present the City's position/actions to the public, media and outside government bodies, regularly acting as the main spokesperson on communication issues related to LRT.

Provide professional consultation, including conducting research and analysis and preparing reports for presentation to Council and its committees specific to LRT.

Develop and foster strong business relations on public and confidential matters with senior administrative officials of the provincial and federal governments on LRT.

Liaise with key contacts in other municipalities, provinces, and federal and intergovernmental agencies to develop effective working relationships, obtain necessary information, propose policies, and handle issues consistent with the City's plans and strategies specific to the LRT project work.

Communicate with the general public, staff, SMT, Council members, and the Mayor to provide information on relevant intergovernmental topics and issues pertaining to LRT.

Assists and coordinates the efforts of municipal stakeholders and other public sector partners to attain common goals and objectives.

Supervise community outreach/engagement staff, as well as contract staff as required.

Performs other duties as assigned that are directly related to the responsibilities of the position.

QUALIFICATIONS

1. University degree in Communications, Journalism, or Marketing and ten years related progressive management experience, or an equivalent combination of education and experience.
2. Highly developed analytical and business planning skills with a proven track record for long-term visioning and big- picture thinking.
3. Highly developed ability to articulate a vision, to lead and inspire others, complimented by excellent oral and written communication skills.
4. Exceptional interpersonal and consulting skills, excellent customer relations and client management skills, ability to work under pressure, meet deadlines, and manage multi-focused often highly confidential priorities.
5. Demonstrated ability to effectively manage staff in a results-oriented environment.
6. Ability to coordinate multiple projects and manage multiple priorities.
7. Ability to be flexible and willing to change priorities to meet constantly changing demands and ambitious deadlines.
8. Ability to deal effectively with elected officials, representatives of other levels of government, management, peers, staff and the general public.
9. Thorough knowledge and understanding of statutes, regulations, standards and by-laws.

10. Strong analytical, problem-solving and research abilities.
11. Working knowledge of computer software applications.

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