

CITY OF HAMILTON

PLANNING & ECONOMIC DEVELOPMENT DEPARTMENT **TOURISM AND CULTURE DIVISION – LOCATION – 28 JAMES STREET NORTH**

INTEGRATED DIGITAL MARKETING OFFICER - HERITAGE

SUMMARY OF DUTIES

Reports to the Senior Curator, Learning and Interpretation, Heritage Resource Management – Tourism and Culture Division, the Integrated Digital Marketing Coordinator develops, implements and evaluates social media and digital marketing activities to support the operations of the Division to enhance the Civic Museum's image, promote programs, events and activities, along with showcasing heritage assets through digital channels.

Position is responsible for developing and implementing a strategic and integrated online presence for Heritage Resource Management's priorities through social media and online content, as well as supporting hamiltoncivicmuseums.ca.

GENERAL DUTIES

Leads the development, implementation and evaluation of integrated digital marketing activities and tactics to support the work of the Heritage Resource Management Section.

Develops, coordinates, and evaluates a strategic digital marketing presence including content calendar for Hamilton Civic Museums through websites, social media and other digital mediums.

Coordinates and implements integrated digital marketing programs and campaigns to support directives of strategic plans (e.g., Civic Museum Strategy). Encourages local and visitor attendance and participation in heritage and culture-based programming, attractions and events.

Conducts research initiatives including digital trends, digital optimization, blog programs and disseminates research findings providing recommendations to management to inform HRM's product development, digital strategies and tactics

Collaborates in the development of promotional videos and photography to support the operations of Hamilton Civic Museums.

Develops content for, designs, manages and monitors social media tools and campaigns (i.e., X Instagram, Facebook, LinkedIn, etc).

Responsible for the coordination, curation, collection, evaluation, and maintenance of Hamilton Civic Museum's inventory of digital assets. Manages the display of content through all marketing digital channels.

Engages social media followers in real time as required at designated events and forums (i.e., live tweeting, photography, videography).

Ensures coordination with other key City of Hamilton social media accounts as appropriate.

Ensures adherence to all relevant City of Hamilton Corporate policies and procedures

Tracks social media engagement using software tools and report analytics. Tracks and reports search engine marketing (SEM) including targeted advertising on select websites and channels.

Ensures creative standards provide a consistent look and feel through formatting, icons, images and layout. Meet quality graphic and design standards including an annual review of guidelines. Supports integrated Divisional collaboration and industry engagement.

Participates in the development of key digital publications and collateral such as eBrochures to support the work of for the Hamilton Civic Museums.

Supports the necessary preparations for reports, communications and presentations Identifies key Hamilton stories and experiences for promotion to local and national social media influencers as well as the public through various digital and social media channels (i.e., Google stories, IG reels).

Curates, edits and promotes compelling Hamilton history and culture stories for visitors.

Responsible for monitoring and measuring promotional initiatives related to social media.

Develops project work plans and all necessary documentation.

Works with staff and volunteers of the Tourism and Culture Division as appropriate.

Researches, analyzes and reports to senior staff on trends in media relations, social media and digital marketing related to culture and heritage.

Performs other duties as assigned which are directly related to the normal functions of this position.

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 digital marketing, normally acquired through the completion of a Degree Diploma or Certificate in Communications, Marketing, Advertising, Public Relations or a related discipline and/or a combination of education and related work experience.
2. Demonstrated experience in writing skills and in the development of content appropriate for various marketing channels including web and web-based applications to support strategic objectives and initiatives.
3. Demonstrated, high degree of proficiency and experience with current social media tools and best practices including the management and execution of Twitter, Facebook, Instagram, Youtube, etc.
4. Excellent knowledge and awareness of the museum industry, Hamilton Civic Museums and the local heritage network, along with marketing principles, theory, strategies, techniques and best practices.
5. Previous experience working for a museum or cultural sector related organization, agency or group preferred.
6. Proficiency required across a broad range of marketing, communications and public relations disciplines including planning, coordinating, implementing, and evaluating marketing plans and strategies.
7. 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.

8. Capable of working independently as well as part of an interdisciplinary team and of building strategic relationships both within and outside the organization.

9. Excellent computer skills and knowledge of web-based applications. Working knowledge in Word, Excel, Microsoft Outlook and Internet Explorer and web page applications. Working knowledge of Canva and similar tools is an asset, as is knowledge of Adobe Creative Suite (e.g., Photoshop, Illustrator, Design, Premier Pro).

10. Demonstrated time management and project management skills. Ability to balance a number of projects simultaneously and to meet deadlines is essential.

11. Understanding of museum interpretation principles and public history best practices, both online and in person.

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