

CITY OF HAMILTON

PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT

TOURISM AND CULTURE DIVISION

LOCATION – 28 JAMES STREET NORTH, 2ND FLOOR

MANAGER MARKETING – TOURISM AND CULTURE

OVERVIEW

Reporting to the Director, Tourism & Culture, the Marketing Manager is responsible for developing, implementing, and executing strategic marketing plans for the Tourism and Culture Division within the City of Hamilton. The marketing team supports tourism industry partners and the Tourism Hamilton brand; events, public art and placemaking initiatives; and Hamilton Civic Museums with the goal to attract visitors and inspire pride of place among residents. The Manager provides oversight to the marketing team and plays a critical role aligning creative direction with achieving the strategic goals of the Division.

The Tourism & Culture Marketing Manager provides leadership and support to a multi-disciplinary team responsible for the research, development, execution, reporting and evaluation of marketing strategies, plans, and campaigns. Additionally, they will lead the City's marketing efforts for high-impact tourism events such as the Juno Awards.

GENERAL DUTIES

Develops and implements strategic marketing plans to support the awareness and growth of multiple lines of businesses within the Tourism and Culture Division including Tourism Hamilton, Hamilton Civic Museums and Culture initiatives such as Public Art and Placemaking, Creative Industries and overall cultural development.

Oversees a team of marketing professionals and is accountable for establishing goals and key performance indicators to evaluate initiatives; effectively and efficiently uses budget and staff resources to deliver quality services in a timely and cost-effective manner; evaluates staff performance through execution of formal review process; identifies opportunities for performance improvement, coaches, and recommends appropriate methods for realization thereof (training, mentoring).

Responsible for the development of the annual marketing workplan and operating budget; monitors and reviews spending to ensure projects are completed within approved budget, identifying any required budget adjustments for the Director, Tourism and Culture.

Researches and assesses industry and government trends, best practices and relevant legislation. Seeks opportunities to align with industry standards as applicable. Ensures alignment with Corporate direction and works collaboratively with other marketing teams within the City of Hamilton.

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

Develops and maintains relationships with divisional staff and supports divisional leadership team to identify and develop new opportunities where appropriate.

Represents the marketing team on cross-functional groups including economic development and corporate communications; collaborates with media organizations and advertising agencies; coordinates with the sales team and other departments to deliver consistent and effective messaging.

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

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. Post Secondary degree in marketing and communications or related field or equivalent qualifications combined with experience.
2. 5-7 years of professional marketing experience developing strategic marketing plans for multiple lines of businesses through integrated cross-channel campaigns preferably within a government sector.
3. Demonstrated experience managing marketing teams within the tourism, arts, economic development, culture and/or creative sectors; municipal experience is preferred.
4. Demonstrated experience leading insights-driven marketing campaigns with emphasis on ability to measure success. Must be a change management champion comfortable with driving innovation and embracing new technologies.
5. Must be familiar with marketing trends, technologies and methodologies in graphic design, web design, production, etc. with highly developed analytical skills to forecast and identify trends and challenges.
6. Must have excellent communication skills, both orally and written, honed through practical experience with the ability to articulate a vision to lead and inspire others.
7. Must be a big picture thinker to ensure the communication of the right messaging via the right channels to the right audience.
8. Must have excellent professional judgment, political acumen with highly effective leadership, facilitation, communication, presentation, and interpersonal skills and ability to deal effectively and collaboratively with elected officials, business and community partners, management, peers, and the public.
9. Must have a high level of personal integrity and motivation with excellent organizational, time management and multi-tasking skills.
10. Strong working knowledge of process and performance measures and methodologies.
11. Must be able to work evenings and weekends as required.