

**CITY OF HAMILTON****PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT**  
**TOURISM AND CULTURE DIVISION – CREATIVE INDUSTRIES AND CULTURAL DEVELOPMENT- LOCATION**  
**– 28 JAMES STREET NORTH – 2<sup>ND</sup> FLOOR****TOURISM MARKETING ANALYST (WEB DESIGN & ELECTRONIC COMMUNICATIONS) - CUPE 5167****SUMMARY OF DUTIES**

Reporting to the Manager, Creative Industries and Cultural Development, this position facilitates the development and effective use of tourism marketing-based web and electronic communications, business applications including tourism/customer knowledge management systems, databases, digital media tools and internet technologies to meet the business needs of the Tourism and Culture Division in alignment with Corporate service standards. Through project and operational roles, this position undertakes a user-centred design approach to tourism marketing and electronic communications tactics, business and user requirements analysis, prototype, design and user testing. Through an ongoing support role, this position undertakes continuous marketing-based business and tourism/user research and web analysis, application, documentation and utilizing digital media tools, technology updates, and user training (as required).

**GENERAL DUTIES**

Analyzes, designs, develops, tests, implements or manages the implementation of digital web and electronic marketing based tactics and web-based applications, including knowledge management systems, emerging digital technologies, databases and web interfaces with a focus on tourism/visitor and industry stakeholder content usability, readability and accessibility.

Collaborates with provincial and regional Destination Marketing Organizations on the development, implementation and maintenance of digital web and electronic communication standards, web analytics standards, and in the development and review of tourism business, user-centred marketing design and accessibility specifications for web applications development.

Analyzes, designs, develops and tests tourism marketing based online content, information architecture, web advertisements, e-newsletters, email communications and other digital media while developing and incorporating measurement and tracking strategies to meet defined online business objectives.

Develops electronic surveys including dissemination, data collection and analysis to inform business objectives.

Records, analyzes and co-ordinates electronic communications and marketing tactics using tourism/customer business databases and/or applications within the Tourism and Culture Division and recommends any necessary enhancements to these tools.

Identifies topics where additional education and training for tourism stakeholders is required, develops training programs and supplementary documentation, co-ordinates and conducts training programs for the user community.

Complies with Corporate standards with respect to digital media, electronic communications, database security, data management, AODA compliance, project and resource management, and customer relationships with respect to marketing applications. implementation, use, and maintenance.

Collaborates with communications, graphics design and marketing staff internally and externally in the development of online content and marketing campaigns as needed.

Collaborates on cross-functional teams with other City staff and consultants that may be involved in tourism and

marketing based projects throughout the Corporation.

Prepares project plans and estimates for current and capital budgets required for the analysis, design, development, testing, implementation and maintenance of marketing based applications and electronic communications tools.

Contributes to and assists in the preparation of annual divisional training and marketing budget plans and recommends future budget appropriations.

Employs existing software tools and procedures to analyze and provide strategic insights around online advertising, social media, online marketing campaigns and search engine optimization. Distributes data in a variety of standard and media formats, ensuring data distribution contracts, copyright and statement of liability are complete and properly authorized and in compliance with privacy legislation and protection of personal information.

Receives data from online sources, tourism stakeholders and business partners and, using existing tools, analyzes, verifies and documents the content and quality of the data, imports it into the business environment, and proposes a maintenance plan that meets the business user's marketing requirements.

Performs other duties as assigned which are directly related to the major responsibilities of the job.

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. Developed understanding of Computer Science, web applications, digital media and technologies normally acquired by attaining a University Degree in Computer Science or related discipline or College Diploma in Computer Technology combined with a relevant business experience.
2. Progressively responsible and practical experience in business and web-based application development, online content and digital media development including practical experience working with user-centred design approaches to client and web-based interface development, web analytics, web accessibility and other industry standards that affect design and development. Knowledge of the tourism and culture sector an asset.
3. Demonstrated experience in project and operational application development and support employing project and support techniques and processes.
4. Working knowledge of current relational database management system softwares, (e.g. Idss, Cyclone)
5. Ability to write, interpret and modify CSS, JavaScript, XML, and other computer programming languages used in the development and support of client, and web-based applications.
6. Experience using Adobe, Photoshop, and other digital multimedia tools for the development of web interfaces and online content.
7. Demonstrated experience in electronic communications and digital media.
8. Must be able to handle multiple changing priorities and work on multiple concurrent assignments.
9. Strong analytic, process mapping and report writing skills.
10. Excellent presentation, analytical, report writing, and interpersonal skills to communicate effectively with all levels of City staff, external consultants and suppliers.

**NOTE:**

This position may be required to work nights and weekends, as well as staggered work hours to meet operational needs

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

\*\*\*\*\*