

CITY OF HAMILTON

PUBLIC WORKS DEPARTMENT

(TRANSIT DIVISION – TRANSIT PLANNING & CUSTOMER SERVICES – LOCATION – 2200 UPPER JAMES)

COMMUNICATIONS AND MARKETING CO-ORDINATOR

SUMMARY OF DUTIES

Reporting to the Manager of Transit Planning & Customer Services and the Director of Transit or designate, provide strategic communications counsel and tactical support to internal clients, including public relations, advertising, public affairs and media relations. This position encompasses a leadership responsibility for all internal communications.

GENERAL DUTIES

Develop and deliver communications plans and campaigns for Transit Division and Public Works Department services and programs, addressing employee communications needs through a variety of methods and vehicles, working closely with the senior team in the Transit Division and the Public Works Strategy Communications Team to ensure that employee communications are timely, informative, effective and efficient.

Monitor assigned trends, issues and legislation that affect the departments or its stakeholders.

Provide advice and counsel to clients on matters of communication, advertising, public affairs and media relations from a strategic point of view consistent with corporate communications.

Formulate and implement communications plans to support the Transit Division and Public Works Department in building effective relationships with its internal/external clients and stakeholders.

Identify and encourage opportunities for positive media coverage for the corporation.

Research, analyze, plan, develop and implement communication strategies and tactics for clients designed to assist the Transit Division in building positive relations with internal and external stakeholders.

Facilitate various phases of public relations required to reach the Transit Divisions' internal and external target audiences.

Co-ordinate projects, programs or events that require the collaboration of a variety of internal resources.

Co-ordinate the production of materials for the Transit Division with internal and external suppliers.

Assist in the development and maintenance of the Transit Division's communications policies and procedures to ensure that the public relations services provided by the Transit Division are delivered consistently to all clients.

Initiate and maintain contact with the media by monitoring news media, reviewing and analyzing media coverage and assisting the Public Works Public Affairs Co-ordinator with maintaining a media contact list.

Create and provide web page updates for the internet/intranet.

Maintain corporate identity standards as per policy, in addition to meeting quality graphic and design standards.

Research and draft media releases, newspaper articles, presentations and submissions upon request.

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

QUALIFICATIONS

1. Demonstrated experience in public affairs, public relations or a marketing communications environment normally acquired through the completion of a Degree or Diploma in Public Relations, Commerce, Journalism or a related discipline or an equivalent combination of education and related work experience.
2. Demonstrated training and experience in employee communications normally acquired through completion of certified training courses and related work experience.
3. Proficiency required across a broad range of communications and public affairs disciplines including issues management, communication planning and implementation, fundraising, advertising, media relations, presentations, community relations, event co-ordination and promotion.
4. Capable of working independently as well as part of an interdisciplinary team and of building strategic relationships both within and outside the organization.
5. Experience in a computerized environment. Proficiency in Word, Excel, Microsoft Outlook, Internet, desktop publishing and web page applications.
6. Must have superior written, oral and visual communication skills, including experience in creating and editing documents.
7. Ability to balance a number of projects simultaneously and to meet deadlines is essential.