

CITY OF HAMILTON

CITY OF HAMILTON – PUBLIC WORKS DEPARTMENT - TRANSIT DIVISION **(LOCATION – 2200 Upper James Street)**

SOCIAL MEDIA & MARKETING COORDINATOR

SUMMARY OF DUTIES

Reporting to the Senior Project Manager, Customer Experience, this position will coordinate digital and social communications, provide customer service support, and develop content across all marketing channels for Transit / Hamilton Street Railway (HSR). This includes representing Transit (HSR) on social media networks and various other responsibilities related to Transit (HSR) social media strategy and customer service. This role provides strategic communications counsel and tactical support to the Transit Division and works closely with Corporate Communications.

GENERAL DUTIES

Develop, coordinate, and execute Transit (HSR)'s social media strategy while adhering to the City of Hamilton Social Media policy.

Develop, schedule, and publish daily, weekly and monthly key messages from Transit (HSR) to be shared via social media.

Develop customer-focused marketing content and copy for use across all marketing channels.

Create, source, format, edit and inventory images and videos for use across digital channels.

Schedule, execute and monitor a marketing editorial calendar to ensure timely and effective tactics are implemented.

Collect and review monthly digital marketing and social media analytics.

Monitor all forms of social media for coverage on the reputation of Transit (HSR).

Deliver guidance to staff about public information campaigns which include social media.

Assist staff and leaders within Transit (HSR) to develop protocols and procedures to be successful on social media.

Develop messaging to the public during negotiations or labour disputes that require public communications.

Identify and encourage opportunities for positive social media coverage for Transit (HSR).

Assist in the development, implementation and monitoring of branding and marketing strategies and plans.

Provide communications and marketing assistance to Transit (HSR) generally and/or as part of a campaign.

Liaises with Customer Service to ensure messages are shared with them for phone/email inquiries.

Working closely with Transit (HSR) staff to support staff engagement initiatives.

Works in collaboration with the City of Hamilton's Communications staff in a strategic manner consistent with corporate communications and may be utilized as a staffing resource to support Corporate Communications initiatives as needed.

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

Work within the Control Room, providing media support to supervisory staff while issuing up to date information to Transit (HSR) customers via social media networks.

Hours of work to primarily be during the day, with an expectation of 24/7 where required.

Work 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.

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

QUALIFICATIONS

1. Demonstrated experience in marketing and public relations or marketing communications environment normally acquired through the completion of a Degree or Diploma in Marketing, Communications, Journalism or a related discipline and/or a combination of education and related marketing experience, with preference given to experience in a transit or transportation environment.
2. An understanding of social media tools and the needs/requirements of the target audience within Transit (HSR).
3. Knowledge of, or the ability to familiarize themselves with the City of Hamilton's road network and Transit (HSR) routes.
4. Knowledge of graphic design, photography & video editing tools and software would be an asset.
5. Experience in a computerized environment. Working knowledge in Word, Excel, Microsoft Outlook and Internet Explorer and web page applications Working knowledge of or ability to learn Microsoft Access.
6. Must have superior written, oral and visual communication skills, including experience in creating and editing documents.
7. Demonstrated time management and project management skills.
8. Ability to balance a number of projects simultaneously and to meet deadlines is essential.