

CITY OF HAMILTON

PUBLIC WORKS DEPARTMENT (TRANSIT DIVISION (HSR) – CUSTOMR EXPERIENCE AND INNOVATION SECTION – LOCATION 2200 UPPER JAMES STREET)

CUSTOMER EXPERIENCE COORDINATOR

SUMMARY OF DUTIES

Reporting to the Senior Project Manager, Customer Experience, the position is responsible for coordinating customer experience plans, working with the Customer Experience and Innovation team, the community, and internal partners through new-and-emerging, as well as traditional, outreach channels.

We are looking for a high performer who is interested in experiencing a challenging, rewarding, enjoyable, and fulfilling career with the HSR. The successful candidate will demonstrate an ability to provide customer-focused service in a respectful, courageous, empathetic, just, and ethical manner.

GENERAL DUTIES

Coordinate customer experience plans and campaigns for Transit (HSR) services and programs.

Assist with market research related to transit riders and potential riders for disseminating and reporting back the research findings to influence the customer experience while riding with the HSR.

Coordinates and implements customer experience programs and campaigns to encourage local and visitor ridership on the HSR.

Assist with research, analysis, planning, development, and implementation of strategies and tactics for the HSR to build positive relationships with internal and external stakeholders.

Facilitate various phases of public consultation required to reach the HSR's internal and external target audiences.

Assist with coordination of projects, programs, or events that require the collaboration of a variety of internal resources.

Assist in the evaluation of programmes and prepares reports as requested.

Coordinates service notice messaging for staff and customers collaborating with social media coordinator for digital tactics.

Identify and produce content for storytelling purposes.

Attend program events on an ongoing basis to collect photos and video footage to help with storytelling.

Coordinate and maintain a library of graphics, photos, and videos; files existing communications collateral.

Employ design tools to provide assistance to staff producing program and event flyers.

Maintain HSR partner and community distribution lists.

Track and report on trends, specific to the transportation industry.

Other

Ensure compliance with City policies, procedures, rules, regulations, and safe working practices.

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 responsibilities of the position.

Required to work during labour disputes or other work stoppages and to perform a variety of added duties during these events.

Participate as a member of cross-functional team.

Demonstrate corporate values at all times.

This position may require evening and weekend work.

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

QUALIFICATIONS

1. College Diploma in social services, communications, public relations, journalism, marketing or an acceptable / equivalent combination of relevant education and experience. A relevant Bachelor's degree or Masters would be an asset.
2. Demonstrated successful experience in customer-facing service positions.
3. Must have superior written, oral and visual communication skills, including experience in creating and editing with a high standard of accuracy. Experience in creating for diverse audiences using multiple formats.
4. Demonstrated time management and project management skills.
5. Experience working with diverse community groups including not for profit agencies, various levels of government, volunteer-based organizations, and persons with disabilities.
6. Computer knowledge and proficiency in Word, Excel and PowerPoint. Experience in Photoshop, Illustrator, Premiere Pro, and InDesign an asset.
7. Capable of working independently as well as part of an interdisciplinary team.
8. Knowledge of, or the ability to familiarize themselves with the HSR's network of routes.
9. Ability to balance several projects simultaneously and meet deadlines.

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