

CITY OF HAMILTON

PUBLIC WORKS DEPARTMENT

(TRANSPORTATION DIVISION – TRANSPORTATION OPERATIONS – ROADWAY SAFETY, LOCATION – 703 HIGHWAY 8, STONEY CREEK)

COMMUNITY OUTREACH AND EDUCATION COORDINATOR – CUPE 5167

SUMMARY OF DUTIES

Reporting to the Project Manager, Roadway Safety Initiatives, the Community Outreach and Education Coordinator would promote and educate on roadway safety initiatives and actions to the public, including helping the public to understand their role as it relates to a safe systems approach. This person will deal with Roadway Safety escalated customer service inquiries from Councillor's and the public and will educate and support the resident to suitable outcomes for their concerns. Represents the Roadway Safety team at public events and functions to support resident education of Roadway Safety programs. Assists in the development and implementation of Roadway Safety programs, policies, process improvement initiatives, community outreach and educational programs for residents and road safety stakeholders in accordance with City and Provincial guidelines, while applying Vision Zero principals.

GENERAL DUTIES

Assist in the administration and implementation of key action items as defined in the City of Hamilton Vision Zero Action Plan 2019-2025 and the Hamilton Strategic Road Safety Program.

Be a dedicated liaison for the Roadway Safety team to members of Council and their Administrative Assistants, as well as the Hamilton Strategic Road Safety Committee.

Receives, responds, monitors, logs and follows up on inquiries from elected officials and senior staff. Liaises with residents, contractors, private industry, other municipalities, social media, interest groups and the community with respect to Roadway Safety programs and policies.

Works with staff in Roadway Safety to research issues, initiate investigations, create recommendations and follow up to ensure resolutions are communicated in a timely manner.

Develops presentations, materials, information reports, letters and education packages.

Coordinates, present to and/or represents the City at various meetings, organizations events and educational functions as required.

Researches and prepares Roadway Safety work instructions, procedures, process improvement initiatives and reports.

Coordinates road safety related media advertising and works with media buyer to execute ad plans in coordination with the Division's Communications officer.

Manages Roadway Safety related marketing material displays at all Municipal Service Centre's and other City facilities.

Maintain Roadway Safety related webpage content, including Vision Zero Dashboard.

Assist in the development, coordination and implementation of Roadway Safety community outreach programs and events applying Vision Zero principals.

Tracks Roadway Safety related motions from the City's Public Works Committee and Council meetings.

Works in accordance with the provisions of applicable Health and Safety legislation and all City of Hamilton

Job Description # 7733

corporate and departmental policies and procedures related to Occupational Health and Safety.

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

QUALIFICATIONS

1. Proven knowledge of the practices and theories of, communication, marketing or public relations, normally acquired by attaining a degree or diploma in Business, Public Relations, Journalism, Communications, Marketing or a related discipline or an equivalent combination of education and relevant work experience.
2. Previous work experience with traffic operations and road safety related matters is an asset.
3. Previous demonstrated experience in customer-focused environment receiving, investigating, responding and processing inquiries and customer service requests within a data management system.
4. Ability to deal effectively with elected officials, representatives of other levels of government, management, peers, staff and the general public. Must be able to communicate professionally, both verbally and in written form.
5. Previous experience developing and delivering presentations with a demonstrated ability to lead initiatives.
6. Experience conducting research and preparing materials such as reports, brochures, procedures and general correspondence.
7. Intermediate level Microsoft Word, Excel, Microsoft Outlook and PowerPoint required.
8. Experience in Hansen/IPS and Adobe Creative Suite is preferred.
9. Event management skills are preferred.
10. Possesses a demonstrated record of strong leadership and guidance, customer focus, innovation/creativity, team advocacy, staff delegation, empowerment and staff development, and is results oriented.

NOTES:

Must be physically capable of lifting up to 25 lbs without assistance. Ability to lift large and heavy items, load and unload items for outreach events.

Must be able to work outside of normal hours including evenings and weekends as required/depending on the project circumstances.

Must possess and maintain a Class "G" Driver's License valid in the Province of Ontario and a point-free driving record and or record found to be satisfactory to the City of Hamilton.

As a condition of employment, the successful applicant(s) will be required to obtain a satisfactory Criminal Reference Check or Vulnerable Sector Screening, at their own expense, prior to beginning work in this position.

THIS POSITION REQUIRES A VALID CLASS "G" DRIVER'S LICENCE AND PROOF THEREOF IS REQUIRED AFTER HIRE.