

CITY OF HAMILTON

PUBLIC WORKS DEPARTMENT**(TRANST DIVISION – TRANSIT CUSTOMER EXPERIENCE & INNOVATION SECTION – LOCATION – 2200 UPPER JAMES STREET)****SENIOR PROJECT MANAGER, TRANSIT CUSTOMER EXPERIENCE****SUMMARY OF DUTIES**

Reporting to the Manager, Customer Experience and Innovation, the Senior Project Manager of Customer Experience oversees customer and employee engagement to facilitate innovation and improve the Transit customer experience. The role is responsible for translating customer needs into effective marketing and service communication tactics and plans that optimize the customer experience and ultimately grow transit ridership.

In fulfilling their duties, the Senior Project Manager will:

- meet organizational and operational objectives in a timely manner
- be accountable to the Manager for the implementation and continuous improvement of the customer experience and marketing & service communication programs
- be responsible for directing the customer experience and marketing & service communication team and overseeing individual workplans which are derived the overarching department work plan
- instil an exceptional customer-centric focus and integrate service excellence and innovation into the strategic and operational mind-set of all staff

The Senior Project Manager is expected to bring strong leadership and cultivate a customer-centric approach to marketing and service communications for internal and external audiences. The SPM will be results-oriented and proficient in general business practices like project management principles and continuous improvement.

GENERAL DUTIES**Team Leadership**

Provide direction, leadership and supervision to customer experience and service communication staff; inspire and encourage the team to achieve high levels of performance and productivity; foster a work environment which supports customer-focused design, innovation, and quality of service.

Contribute to and oversee the customer experience, and marketing and service communication portfolios using industry best practices to ensure that decisions are evidence-based.

Identify key metrics / measures to monitor and make recommendations to improve team performance.

Customer Experience, Engagement and Innovation

Think creatively, demonstrate a passion for customer-focused design, business process management, co-ordination of the transition from idea to implementation and action, and a commitment to continuous improvement strategies.

Lead customer experience evaluation, write reports and provide recommendations and professional advice for approval by the Manager. The work includes activities like customer satisfaction surveys, customer panels, travel studies, focus groups and industry best practice scans.

Develop and implement Transit customer and employee engagement strategies, projects and programs using best practices and the corporate engagement framework and tools.

Oversee the implementation of customer experience projects/programs/pilots or special events, persona development, and journey mapping.

Oversee HSR's internal engagement program (HSR Way) including recognition, customer experience training, inspiring employees by sharing customer success stories, and organizing extended management team meetings.

Transit Marketing & Service Communication

Working with Corporate Communications, provide oversight of integrated transit marketing plan implementation and tracking (digital, social, web, print, mass media, direct mail).

Provide oversight of and direction regarding Transit service communication including quarterly service changes (web, bus news, ads, annunciator, destination signs, FAQs for operators and customer service teams); service-related communications, both planned and unplanned, and special event communications.

Provide oversight for marketing campaigns including content creation that aim to increase transit awareness, promote transit and grow ridership, working with Corporate Communications, Corporate Creative Design, and out-sourced vendors.

Co-develop marketing products, fare programs and other programs with transit staff.

Provide communication expertise including writing and editing content, and co-ordinating graphics with visual impact for a variety of reports and presentations. Ensures customer-facing and transit employee-facing communications are aligned.

Relationship Management

Build relationships with key internal and external stakeholders who can support the development and implementation of the strategies and programs to enhance the customer experience.

Provide leadership, collaboration, and facilitation skills to work cross-departmentally with City staff and key community stakeholders to implement community-based initiatives.

May participate as spokesperson with other City departments, committees / Council, other levels of government and agencies, stakeholders, the public and the media. Attend various committee / Council and public meetings as required.

Project Management

Oversee, and/or develop project plans, work break-down structures, and project resource planning including the identification of tasks, estimated costs, schedules, milestones and team member assignments.

Prepare, manage, and monitor project budgets based on corporate policies and guidelines. Provides business cases to support new budget requests through business planning.

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.

Ensure that employees are provided with and use the appropriate equipment, material and / or procedures required to perform the assigned duties.

Ensure that all employees perform work in accordance with applicable Health and Safety legislation and all City of Hamilton corporate and departmental policies and procedures. Ensures that appropriate action is recommended for those employees who do not work in compliance with legislation, policies and procedures.

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.

QUALIFICATIONS

1. Demonstrated competence in customer experience, engagement, customer research, marketing and service communication normally acquired by attaining a degree in marketing, business administration or related discipline or any combination of education, training, and experience deemed equivalent. Transit marketing and community engagement experience is an asset.
2. Demonstrated supervisory experience; must possess and demonstrate key supervisory attributes including effective leadership, coaching, team building, interpersonal, communication, presentation, confidentiality, organizational, project management, conflict resolution, and time management skills.
3. Demonstrated experience in business practices such as project management, quality assurance, and financial management.
4. Experience developing surveys and conducting performance evaluation, using statistical programs and databases, analysing and managing data, developing, and measuring key performance indicators. Expertise in Qualtrics SPSS, and NVivo is an asset.
5. Excellent written and verbal communication skills, facilitation skills, and presentation skills including significant experience in creating and editing publications / documents. Previous experience preparing reports to Council an asset.
6. Experience in a Public Transit setting and experience with advanced Transit custom software applications skills is an asset.
7. Working knowledge of technology trends, transit passenger amenities, and emerging best practices in the transit industry would be considered an asset.
8. Must possess thorough knowledge of the current suite of Microsoft productivity tools, including PowerPoint, Excel and Word. Working knowledge of database software and web-based applications.
9. Thorough knowledge and understanding of statutes, regulations and by-laws affecting the department/section including the Accessibility for Ontarians with Disabilities Act and its regulations.
10. Demonstrated knowledge of the Health and Safety Act and applicable regulations as it relates to the position.