

## CITY OF HAMILTON

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

Reporting to the Senior Project Manager of Customer Experience, the Project Manager of Transit Customer Experience plans, manages and co-ordinates customer advocacy programs, including project management, contract management, management of partnerships, customer-related data, and initiatives to increase ridership for the City's conventional and specialized transit services.

**GENERAL DUTIES****Project Management**

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

Monitor budgets based on corporate policies and guidelines.

Prepares specifications, terms of reference, purchase order requests and other documentation for the purchase of goods and services required for the implementation of programs and projects.

**Customer Experience**

Conduct market research, analyze information, and provide recommendations and professional.

Monitor brand guidelines according to Corporate and Division standards. Ensure a consistent look and feel is adhered to by staff. Meet quality graphic and design standards.

Identify opportunities for positive media coverage for Transit in consultation with the Communications Officer assigned to Public Works.

Think creatively, demonstrate a passion for customer-focused design from idea to implementation and action, and a commitment to continuous improvement strategies.

Monitor industry practices for innovative ways to improve the customer experience and attract new customers.

**Community Outreach**

Facilitate public meetings, stakeholder consultation, focus groups, and / or internal project meetings / sessions.

Write community reports to provide updates on achievements, gaps, and opportunities.

Participate and occasionally act as spokesperson in discussions / presentations to other City departments, stakeholders, and the public. Attend various public meetings as required.

Work closely with the customer loyalty team to align and integrate customer attraction and retention programs / initiatives.

Conduct ongoing voice of customer research to ensure Transit services remain relevant.

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.

This position may require evening and weekend work.

**QUALIFICATIONS**

1. Proven knowledge of the theories and practices of customer experience and community outreach models normally acquired by attaining a degree in business administration, public relations, social sciences, or related discipline or any combination of education, training, and experience deemed equivalent.
2. In-depth knowledge of customer experience (including attraction and retention) and community outreach principles and practices gained through previous extensive experience managing such programs including budgeting and fiscal control.
3. Demonstrated experience in project management, business planning, quality assurance, and financial management.
4. Demonstrated experience in the development and implementation of a variety of effective customer experience strategies, plans, and tactics.
5. Excellent interpersonal, customer service, public relations, and relationship management skills with a proven track record of developing effective relationships and the ability to relate effectively with, management, peers, stakeholders, staff, and the public.
6. 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.
7. Capable of working independently as well as part of an interdisciplinary team and of building strategic relationships both within and outside the organization.
8. Experience in a Public Transit setting and experience with advanced Transit custom software applications skills is an asset.
9. Working knowledge of technology trends, transit passenger amenities, and emerging best practices in the transit industry.
10. 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.