



Social Media & Marketing Officer

Posted by: City of Hamilton

Posting date: 21-Apr-2023 **Closing date:** 11-Aug-2023

Education: Bachelor's (Preferred)

Language: English (Required)

Job location:

Salary: \$\$46.57-\$54.46

Years of Experience: 1 year

Vacancy: 1

Job Type: Full Time

Job id: CAJ3988488

Expired

Job description:

About the City of Hamilton

Contribute to the City of Hamilton, one of Canada's largest cities - home to a diverse and strong economy, an active and inclusive community, a robust cultural and dining scene, hundreds of kilometres of hiking trails and natural beauty just minutes from the downtown core, and so much more. Join our diverse team of talented and ambitious staff who embody our values of sensational service, courageous change, steadfast integrity, collective ownership and being engaged empowered employees. Help us achieve our vision of being the best place to raise a child and age successfully. #BeTheReason

JOB POSTING

Social Media & Marketing Officer
City Manager's Office

Communications & Strategic Initiatives

City Hall

NUMBER OF VACANCIES: 1

UNION/NON-UNION: Non Union Mgmt Professional

HOURS Of WORK: 35.00 per week

GRADE: 5

SALARY/HOUR: \$46.569 - \$54.464 per hour

- Note: See appropriate Collective Agreement or the Non Union Salary Range for details.

STATUS/LENGTH: Full-Time Temporary (Up to 12 months)

Vaccine Verification - Applies to all external applicants as well as internal applicants applying to work at the Lodges, Hamilton Paramedic Services and the Red Hill Child Care Centre:

As a condition of employment you are required to provide proof that you are fully vaccinated or provide proof of valid exemption satisfactory to the employer prior to your start date. You must acknowledge and agree to comply with any future vaccine policy requirements as an ongoing condition of employment at the City of Hamilton.

SUMMARY OF DUTIES

Reporting to the Manager, Marketing, Social Media and Creative Services, this position will provide digital communications & customer and client service support to the City of Hamilton. This includes representing the City of Hamilton on social media networks and various other responsibilities related to social media, marketing and customer service. This position will work closely with Marketing, Communications, Creative Services and Digital through the City's Communications & Strategic Initiatives Division.

GENERAL DUTIES

Leads the City of Hamilton's social media program and strategy. This includes day-to-day management of @cityofhamilton on Twitter, Instagram, Facebook and LinkedIn, and the development, implementation and evaluation of all social media content within.

Plan, develop, evaluate and execute strategic content calendars with daily key messages in collaboration with team members and with coordination from all City departments.

Engage with social media followers in real time as required. Monitor the City's social channels and profile, and work in partnership with Communications team members and Customer Service management to identify issues and respond effectively and timely to online comments and questions.

Identify, collect and regularly distribute social media analytics. Additionally, use these analytics in a timely manner to adapt social media strategy and execution.

Researches digital trends, new applications for content sharing, and on-going analysis of social management from other municipalities to provide recommendations to management for future engagement opportunities on our channels.

Manage, execute and analyse all social media advertising for all City social media channels.

Act as Social Media Lead in the City of Hamilton's Emergency Response Plan.

Monitor, report and consult with Senior Leadership as it pertains to on-going social media issues management.

Act as the City of Hamilton's Social Media subject matter expert, mentoring Senior Leadership Team, elected officials and Department staff on all social media best practises at the City of Hamilton. This includes use of third-party listening, monitoring or analytic products.

Ensure that the City's social media presence is aligned wherever possible with the City's broader Communications and Digital strategies.

Provide training and development to department, division or section City of Hamilton staff on best use of social media and marketing tactics and principals.

Monitor all forms of social media for coverage on the reputation of the City of Hamilton, in collaboration with Communications.

Deliver guidance to staff and help develop social media strategies for public information campaigns which include social media.

Leads or assists with the content strategy development of promotional videos and photography to support the social media accounts.

Create graphics, animations, video content, and images specifically for use on social media, in tandem with Creative Design Services team.

Participates in collaborative discussions related to marketing or social media content with external stakeholders including Advisory Committees, arms-length organizations or production companies as required.

Identify and encourage opportunities for positive social media coverage for the City of Hamilton.

City of Hamilton lead social media photographer; Responsible for the coordination, curation, collection and maintenance of the City of Hamilton photo library.

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

Provide social media and marketing assistance to City departments generally and/or as part of a campaign.

Serve as a subject matter expert on the City's social media policy, social media strategy and social media disclaimer.

Supports necessary preparations for reports, communications and presentations such as Council reports, Senior Leadership presentations, and other stakeholders.

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

Coordinate with other key City of Hamilton social media accounts to ensure consistent messaging and delivery of content (for on-going social media campaigns and initiatives, days of recognition, issues management). Supports integrated Divisional collaboration.

Working closely with Communications staff to support staff engagement initiatives.

Work with City of Hamilton's Communications staff in a strategic manor consistent with corporate communications.

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

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

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.

Hours of work to primarily be during the day, with an expectation of evening and weekends where required.

QUALIFICATIONS

Demonstrated experience in marketing and public relations or marketing communications environment normally acquired through the completion of a Degree or Diploma in Marketing, Communications, new media journalism or a related discipline and/or a combination of education and related marketing experience with preference given to candidates who have public sector experience.

An understanding of social media tools and the needs/requirements of the target audience within municipal government and/or the broader public sector.

Knowledge of, or the ability to familiarize themselves with the City of Hamilton's programs and services.
Strong knowledge and experience using social media channels (e.g. Twitter, Instagram, LinkedIn, Facebook etc.).
Proven experience using social media in a professional capacity, including preparing and analyzing digital metrics.
Experience using a social media scheduling tool (e.g. Hootsuite) is required.
Knowledge of graphic design, photography & video editing tools and software would be an asset.
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.
Must have superior written, oral and visual communication skills, including experience in creating and editing documents.
Demonstrated time management and project management skills.
Ability to balance a number of projects simultaneously and to meet deadlines is essential.

Disclaimer:

Be advised that Human Resources frequently audits resumes of internal/external applicants to ensure/validate information provided is consistent and trustworthy. Falsification of information provided at any time throughout the recruitment process may be grounds for disqualification, and for internal applicants, subject to discipline up to and including termination.

Terms:

The City is an equal opportunity employer that is committed to inclusive, barrier-free recruitment and selection processes. Consistent with our Values and Corporate Culture Pillars, the City of Hamilton is committed to providing equitable treatment to all with respect to barrier-free employment and accommodation without discrimination. The City will provide accommodation for applicants in all aspects of the hiring process, up to the point of undue hardship. If you have an accommodation need, please contact Human Resources as soon as possible to make appropriate arrangements.

We invite you to visit the departmental webpage to obtain further information on the culture and business of this department.

The incumbent shall comply with all Health and Safety Policies and Practices for this position and the workplace. It is the responsibility of the applicants to ensure that their application reaches Human Resources by the closing date or they may not be considered. It is also the responsibility of applicants to supply qualifications, licences and related experience relevant to the qualifications outlined above for this competition as directed. On the basis of the criteria set out above, this posting is open to all applicants

The statements made by me are true, complete and correct to the best of my knowledge. I understand that any falsification of statements, misrepresentations, deliberate omission or concealment of information may be considered just cause for discipline, up to and including termination for internal applicants and disqualification for external applicants

Posted on canadianjobportal.com