

## **Yonge + St. Clair BIA**

### **Part-time Marketing and Events Coordinator**

**Application Deadline:** March 15, 2019

**Salary:** TBD

**Term:** Part time, 20 hours/week, 1-year contract

We are looking for a passionate, creative Marketing and Events Coordinator who can join our team in a startup-style environment to help our emerging Business Improvement Area (BIA) thrive! You will become an integral part of our organization to help us in our efforts to communicate with our members and with the public, and to organize creative events and activations for the community. This is a great opportunity for someone who's passionate about marketing and looking to begin their career.

This role may evolve into a full-time position at a future date.

#### **About Us**

The Yonge + St. Clair BIA was formed in 2018 and is currently Toronto's newest BIA. The organization exists to drive community initiatives, plan streetscape and economic development improvements, and execute local programs and events for the over 450 businesses and over 10,000 employees in the area. Recently, the Yonge + St. Clair BIA commissioned "The Tunnel of Glam", an 80-foot long tunnel lined with over 14 million reversible sequins, which drew thousands of daily visitors.

#### **About the Opportunity**

Reporting to the Executive Director, the Marketing and Events Coordinator will be responsible for the successful execution of marketing initiatives, together with the planning, organization, and implementation of event programming.

Digital marketing through social media channels, blog posts, web updates, and newsletter creation will be an important focus, and your ability to generate content and effectively schedule this media will be critical.

Working with the Executive Director, you'll also provide key support for events and cultural programming including the planning of new murals, summer art installations, holiday activations, event partnerships, and more.

You'll also be exposed to internal and external stakeholders, including presentations to the Board of Directors and associated Committees, working with local stakeholder groups, liaising with arts and cultural organizations, supporting sponsorship generation, and securing and maintaining press relationships.

You'll have flexibility with your hours but will be required to achieve a minimum standard of work each week together with the operation of ongoing marketing and events activities. In addition, some events may require evening or weekend hours which will be communicated well in advance and planned accordingly.

**Responsibilities will include:**

- Scheduling and developing content for all digital social media channels (Instagram, Facebook, Twitter)
- Developing content for regular blog articles on our website (yongestclair.ca)
- Generating and monitoring results for paid advertising campaigns through social channels and traditional media outlets
- Utilizing Mailchimp for the creation of both member and public-facing newsletters on a regular basis
- Interfacing with the local business community for ongoing marketing efforts
- Maintaining relationships with the media and PR community for ongoing earned media efforts
- Updating the website on a regular basis
- Graphic design for print and digital collateral
- Managing and owning special projects
- Working alongside consultants on marketing and events activities
- Developing schedules, retaining consultants, maintaining budgets, and executing on ongoing BIA-led events and event partnerships
- Creation of presentations to the Board and outside stakeholders
- Attending and presenting at Board and Committee meetings

**Required Skills and Qualifications**

- Completion of, or working towards the completion of, a post-secondary degree in communications, marketing, digital media, or other relevant training
- Portfolio of work which would ideally include digital marketing
- Familiarity with digital communication and design software including CRM (Mailchimp), social media scheduling, Adobe Suite (Photoshop, InDesign, etc), and Wordpress
- Ability to work with budgets, source vendors and suppliers, and lead event teams
- Strong communication and personal skills. You know how to effectively build relationships with internal and external stakeholders
- Extremely organized with a results-oriented mindset

**How to apply**

Submit a cover letter, resume, and portfolio or website link to [info@yongestclair.ca](mailto:info@yongestclair.ca) no later than 5:00pm EST on March 15, 2019.