

CABBAGETOWN

- TORONTO -

The Cabbagetown BIA is looking to hire a **Marketing & Administrative Coordinator**.

Rate of pay: \$20/hr

Anticipated hours per week: 35 hrs/week

Anticipated start date: May 2/22

Anticipated end date: September 2, 2022, with the option for extension

Application deadline: immediate

Applications to be submitted to: bia@cabbagetownto.com

The Cabbagetown Business Improvement Area (CBIA) is an agency of the City of Toronto, mandated to animate, beautify and advocate for the Cabbagetown neighbourhood, and promote small businesses in the area. As one of Toronto's oldest and most diverse BIAs, we act as a unified voice for Cabbagetown businesses and assist business owners with marketing, applying for grants and permits, and with accessing support and resources.

We work in partnership with residents, community organizations, other BIA's, and all three levels of government to create and maintain a vibrant and thriving business district. We also plan and develop events and initiatives with the goal of engaging our community and attracting shoppers, diners, tourists and new business to Cabbagetown.

Job Description:

In this role, the **Marketing & Administrative Coordinator** will work with BIA staff and the Board of Management to support the several events and installations happening in Cabbagetown this coming summer. The M&A Coordinator will spend a regularly scheduled portion of his/her time photographing and marketing the BIA businesses through social media in a lively, engaging and attractive manner that builds on the well established social media platforms already in place.

Tasks will include:

- assisting with general office administration, including minute-taking, customer service, digital marketing, creation of google forms, QR codes, and data management
- assisting with the development and implementation of workback schedules for planned events
- liaising with business and property owners, vendors, partners, musicians, and community arts organizations
- facilitating event set-up and ensuring the smooth delivery of planned programming
- assisting with event promotion through drafting written communications and creating digital and print promotional materials
- conducting post-event evaluations to assess event success and inform future planning

- photographing and posting daily promotions, events, and local happenings across all social media platforms.

Qualified applicants must:

- have demonstrated experience in administrative coordination
- have excellent organizational, time management, and multi-tasking capabilities
- have excellent oral and written communication skills
- be a team player, skilled in problem-solving and troubleshooting, and responsive to the demands of a small but demanding office environment
- have demonstrated skill as an amateur photographer, be social media savvy, and responsive to last minute opportunities to promote and market Cabbagetown BIA events, news and activities
- be a 'go-getter' with demonstrated energy and enthusiasm; one who is not afraid to engage with the public and surrounding community

Preference will be given to applicants residing in Cabbagetown or close by. As well, preference will be given to applicants under the age of 29 years old, but not exclusively so.

Please submit your resume and cover letter with the subject line **"Marketing & Administrative Coordinator"** to bia@cabbagetownto.com.

*Please note that the successful applicant will be required to attend work in-person, pending any further public health measures that require otherwise.