

Toronto Financial District BIA

Job Posting, September 2022



Marketing and Communications Manager

The Toronto Financial District BIA (FDBIA) represents Canada's premier business centre, an area that includes Union Station, PATH pedestrian network and the country's most prominent firms. As an economic development and urban place management organization, the FDBIA's initiatives include developing and implementing a comprehensive public realm strategy for the Financial District, undertaking annual public realm improvements, showcasing the daily activity of our thriving businesses at **MyTOFD.com** and **@MyTOFD**, advocating for the needs of Financial District members and identifying collaborative opportunities that ensure the Financial District and PATH are well-maintained, integrated, connected and accessible.

As part of the FDBIA leadership team reporting to the Executive Director, the **Marketing and Communications Manager** develops and delivers creative marketing and communications strategies, plans and programs to promote area businesses. This position manages the FDBIA's brand and ensures our priorities and the benefits of the Financial District are communicated clearly to area business, Financial District employees and other stakeholders.

Key aspects of the role include developing strategic marketing and communications goals, key messaging, social media and website campaigns; developing programs to promote area retailers and services and keep employees informed about the value-add of working in the Financial District; and building relationships with allied organizations and media. The Marketing and Communications Manager directly manages a Digital Media Specialist position.

As this position requires marketing and promotion of area businesses and regular communication with area employees and key stakeholder contacts, a minimum of four workdays per week in the FDBIA office area is required.

QUALIFICATIONS

- Post-secondary education in marketing, communications, and/or business or equivalent work experience required.
- Five years of experience in a marketing and communications role in a business environment required.
- Demonstrated success with digital communications, including social media marketing and the ability to direct the creation of engaging online content.
- Demonstrated ability to develop and execute programs, including budget oversight and KPIs.
- Exceptional written and verbal communications skills.
- Demonstrated ability to work with a wide variety of individuals, including staff, senior business leaders, key stakeholder contacts, clients, and media.
- Experience managing a direct report required.
- Experience in marketing and communications supporting retail, commercial property and/or place management organizations an asset.
- Experience managing volunteer engagement an asset.
- Strong Microsoft Office (Word, Excel, PowerPoint) required. Adobe Suite experience an asset.

JOB DESCRIPTION

Full job description can be downloaded at:

<https://static1.squarespace.com/static/60466adde21fa469e3679ee3/t/6328a7ecb1ba946f45d4cfdb/1663608812163/Marketing+and+Communications+Manager.pdf>

COMPENSATION

The salary for this position is \$70,000-75,000 annually, with eligibility for an annual bonus.

HOW TO APPLY

Cover letter and resume should be sent to info@torontofinancialdistrict.com prior to Friday, September 30, 5:00 p.m.