



Title: Crossroads BIA Office Assistant (part time)

The Crossroads of the Danforth BIA is located the in Oakridge Neighbourhood, of Scarborough Southwest. The organization's goal is to improve the attractiveness of the neighbourhood and promote all of the (mostly small) businesses in the area.

This is an opportunity to support the growth of the BIA and its member small businesses with your digital marketing experience.

The BIA Office Assistant would assist in all aspects of the activities of the Business Improvement Area, including several technological aspects. All of the assigned work will go to promoting Crossroads BIA as well as the small businesses themselves. The applicant should be someone whose focus and interest is in the Information, Communications and Technology fields and have excellent computer and social media skills. They must enjoy working in a dynamic team environment while being self-motivated and responsible.

#### **WHAT YOU WILL DO:**

Assist in the general activities of the BIA and provide digital support such as

- Assist with tasks related to the operations of marketing & communication
- Design content and upkeep of BIA websites, newsletter and social media,
- Develop and execute social media activities across multiple channels.
- Assist with event co-ordination, logistics and administration
- Develop surveys and analyze the output
- Assist with the design and editing of graphics
- Produce and edit videos
- Maintain and report monthly social media analytics.
- Manage the digital evolution of many communications and publications.
- Update website content: news releases, blog posts, videos, etc.
- Assist with marketing data collection, organization, and analysis
- Implementing BIA member networking events,
- Various office /administration tasks.

Work remotely and face to face with local small businesses to

- Provide social media and web support to member small businesses
- Teach business members how to create online content
- Show member businesses how to create a digital marketing plan

## **WHAT YOU WILL BRING:**

- Be familiar with digital technologies for small business (e.g.: webpage, social media platforms, e-commerce, etc.),
- Be able to use basic software and collaboration tools such as Microsoft Office Suite (Word, Excel, Outlook, Power Point)
- Comfortable working with small business owners from home (remote work) or in person.
- Excellent communicator (written and verbal) and able to teach others
- The ability to think on your feet, problem solve, and maintain a positive attitude.
- The ability to be precise and attentive to details.
- The ability to meet deadlines, be organized and goal oriented.
- Possess excellent organizational and time management skills
- Experience in a sales and/or marketing environment.
- Previous experience with online and offline marketing is considered a strong asset.
- Previous experience working with small businesses an asset
- Degree or Diploma in Marketing, Business or Communications or equivalent experience.

Please submit a resume to [johnb@crossroadsbia.ca](mailto:johnb@crossroadsbia.ca)

Any questions, please contact the Crossroads of the Danforth BIA at (416) 693-8300 or [johnb@crossroadsbia.ca](mailto:johnb@crossroadsbia.ca)