



## **The Eglinton Way BIA - Marketing & Events Coordinator**

The Eglinton Way Business Improvement Area represents over 200 businesses in the Eglinton and Avenue area. The BIA is dedicated to promoting our midtown Toronto neighbourhood as a shopping district and to make it a welcoming place to live, do business and visit.

The Eglinton Way has several planned events for the 2023 year and needs the support of a Marketing & Events Coordinator for our overall mission, vision and strategic direction. The experienced candidate should provide top-notch event planning, execution and hosting for existing events such as our Farmer's Market, Drive-In Movie Theatre and Fashion Show. The candidate will also assist with future projects and activities such as festivals, community outreach and other marketing initiatives and programs. Additionally, the candidate will support the Office Manager in day-to-day operations.

The ideal candidate should be an energetic, self-motivated and articulate individual. The candidate must have strong organizational, time management and communication skills. The candidate should have the ability to multitask and manage a fluid work environment.

The chosen candidate will report to the Chair and Marketing Sub-Committee. Some evenings and weekends will be required. Salary will be commensurate with experience. Position begins immediately. Six-month contract with an optional for renewal based on performance.

### **Event Coordination**

- Ensure smooth planning and execution of existing events
- Lead the creation of new events from concept to completion
- Create and manage budgets and track incurred expenses for individual events
- Ensure appropriate understanding of the specific needs of each event
- Manage the solicitation process for vendors and suppliers
- Secure all required contracts, invoices, proof of insurance and other documentation, as needed
- Book the appropriate room or venue for the scope of the event
- Book and scheduling appropriate entertainment for events
- Source budget appropriate and cost effective supplies, refreshments, catering and décor for events
- Oversee food delivery and set up as needed
- Oversee décor set-up for events
- Recruit extra staff and volunteers for event support
- Supervise and direct paid and volunteer staff at event
- Establish and secure event set-up, take down and security requirements
- Establish and secure the audio-visual and digital needs
- Be on hand, as required, for duration of event and directly involved in setup, clean-up and troubleshooting, to ensure the smooth execution of events
- Support the creation of event materials, such as, social media graphics, Powerpoint slides, posters, flyers, signage etc.
- Provide post-mortem report at end of the event on budget vs. actual expenses and suggest improvements to upcoming events

- Assist Office Manager with grant reports
- Attend weekly Marketing Sub-Committee meetings and take notes
- Participate in daily phone calls with BIA chair for event planning, updates and debriefs

## Marketing

- Update and distribute email newsletters using Mailchimp
- Update the BIA website
- Design BIA marketing materials, such as, social media posts, ads, posters, flyers etc.
- Manage our social media profiles (Instagram, Twitter and Facebook)
- Schedule social media content in Hootsuite
- Update our events in online calendars
- Media and advertising outreach and coordination

## Qualities

- Enthusiastic and creative with can-do attitude
- Responsible, adaptable, self-starter, resourceful, personable and detail-oriented
- Ability to work independently and meet tight deadlines
- Attention to detail, strong organizational skills, creative thinking and a passion for events
- Ability to multitask, prioritize and plan several concurrent events
- Ability to work under pressure in a dynamic and changing environment
- Excellent written, presentation, verbal and interpersonal communication skills
- Takes ownership and accountability and possesses a high level of integrity
- Able to act with tact, discretion and confidentiality
- Highly developed interpersonal skills to work with board/committee members, local businesses and community members

## Success Measurements

- Smooth execution of events with minimal need for support
- Effective communication with BIA Office Manager, BIA Chair and Marketing Sub-Committee to address the needs of the event
- Positive feedback from event participants and direct supervisors regarding the operation of each of the events
- Events completed within budget and in a cost-effective way

## Required Qualifications:

- Post-secondary education in business, marketing, communications, event planning, local economic development, or another relevant field
- Minimum two years experience in event planning and execution, marketing and / or graphic design (preferably in the not-for-profit sector)
- Working knowledge of Gmail, Word, PowerPoint, Excel, Onedrive, Teams, Zoom & Mailchimp or other similar programs.
- Have consistently reliable home Wi-Fi for work
- Some lifting may be required, especially around set-up and take-down
- Familiarity with website management (Wix), Adobe Creative Suite and Canva
- Ability to work flexible hours as some events are early mornings/evenings/weekends

## Good to Have (Not Required):

- Working knowledge of BIAs or a municipal/non-profit environment
- Knowledge of the local community
- Driver's License

## Applications

All interested candidates should include the following items in their applications:

- Resume
- Cover Letter
- Name and Phone Numbers of three professional references
- Copies of relevant certificates and diplomas

**Job Type:** 6-Month Contract with option to renew

**Flexible Work Hours:** Monday to Friday

**Evenings & Weekends:** Required for meetings and events

*Job posting will remain open until filled. Only shortlisted candidates will be contacted. Interested Candidates should send a cover letter and resume to [events@theeglintonway.com](mailto:events@theeglintonway.com) No phone calls please. Only candidates who are selected for an interview will be contacted.*