



Manager

Application Deadline: January 9, 2023 at 5:00pm EST
Salary: \$60,000 - \$70,000 plus benefits
Full-Time Position

About Us

The York-Eglinton Business Improvement Area (BIA) is a local association that represents the 200 local businesses and commercial property owners along Eglinton West between Marlee Avenue and Dufferin Street. Our mandate is to promote, animate, beautify and advocate for the area by championing projects that will result in a stronger business district. With the City of Toronto's support, we organize, finance, promote and complete local improvements projects.

The Opportunity

Reporting to the York-Eglinton Board of Management through the Chair of the Board, the Manager is responsible for helping to develop and successfully execute the York-Eglinton BIA's annual strategic plan. This includes acting upon the motions of the board and of the advisement of the BIA Chair.

This position plays a critical role in developing the BIA and in driving community initiatives, streetscape and economic development improvements, execution of programs, event and project management, customer service, communications and stakeholder relations, all in support of the BIA Board of Management.

Responsibilities

I. Manage/support governance of the BIA

- a. Handle/oversee all matters related to governance of the BIA – set meetings, prepare agendas, distribute minutes for monthly board meetings and regular committee meetings
- b. Work with board and committees to develop and execute an annual strategic plan, budgets and work plans
- c. Manage annual budget and develop regular financial reports
- d. Attend meetings, and act on the decisions made by board's sub-committees.
- e. Organize & attend the Annual General Meeting (AGM).
- f. Attending appropriate TABIA meetings and other relative networking events as a representative of the York-Eglinton BIA.
- g. Liaise with City of Toronto personnel with respect to soliciting their help and advice on capital and marketing issues.



II. Oversee BIA Office

- a. Act as the contact person (and when required, the spokesperson), for the BIA - answer telephone and email inquiries, and follow up/advance as required
- b. Develop and then maintain weekly/ monthly internal and external communication items

III. Communication

- a. Liaise with BIA membership and various stakeholders.
- b. Engaging in business and community outreach relevant to the strategic plan.

IV. Develop and Execute Public Relations

- a. Develop and recommend public relations plans and programs including media coverage; and direct, coordinate and monitor execution of approved plans and programs.
- b. Creates and distributes internal/ external public relations materials
- c. Writing and distribute press releases, information and news alerts

V. Marketing/ Events

- a. Along with the direction of BIA Board and the Marketing/ Events Committee, explore new initiatives that help promote the York-Eglinton neighbourhood.
- c. Liaise with City of Toronto to ensure all proper permits have been submitted and event guidelines are being followed

VI. Streetscape and Involvement in Capital Projects

- a. Along with the direction of the Streetscape Committee, submit any capital cost share requests on a yearly basis.
- b. Implement the BIA's Streetscape Beautification and Maintenance program working closely the associated stakeholders.
- c. Prepare and recommend positions and actions on issues affecting the BIA.

Qualifications

- Progressive management experience either in an applicable business field, non-profit or municipal-focused organization
- BIA Experience considered an asset
- Proven track record for implementing change and successfully carrying out initiatives



- Knowledge of leadership and management principles
- Experience dealing with municipal government
- Professional experience working with small businesses
- Experience with budgeting and financial reporting
- Experience organizing large scale public events preferred
- Professional experience in digital and/or traditional marketing
- Proficiency in the use of computers for word processing, financial management, email, and social media marketing and communications.
- Self-starter able to work with minimal supervision
- Strong communication, administration, organizational and time management skills
- Proficient in Microsoft Office (Word, Excel, Adobe, PowerPoint etc.)

How to Apply

Please submit a cover letter and resume to info@yorkbia.com with the subject line “**Manager Application + (Your Full Name)**” no later than 5:00pm EST on Monday, January 9, 2023.