

YONGE + ST. CLAIR

Yonge + St. Clair Business Improvement Area Marketing and Events Assistant

Application Deadline: Tuesday, May 23, 2023 at 5:00 pm EST

Salary: \$18/hour

Terms: Part-Time, 24 hours/week

3-month contract: June 1 - August 31, 2023

Eligibility

This position is a part of the Canada Summer Jobs Program with funding provided by Service Canada. Candidates must be between 15 and 30 years of age at the start of employment (*June 1, 2023*). Candidates must also be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred for the duration of employment; and have a valid SIN.

About

The Yonge + St. Clair BIA was formed in 2018 and is currently Toronto's newest BIA. The organization exists to drive community initiatives, plan streetscape and economic development improvements, and execute local programs and events for the over 450 businesses and over 14,000 employees in the district.

Opportunity

Reporting to the Executive Director, the Marketing and Events Assistant will be responsible for the successful execution of marketing initiatives, together with the planning, organization, and implementation of event programming.

Working closely with the Director of Operations, you'll also provide key support for events and cultural programming including the planning of art installations, summer activations, tactical events, partnerships, and more. You will support the execution of the digital marketing strategy through social media channels, blog posts, web updates, and newsletters.

Responsibilities

- Supporting the management of our social media profiles (*Instagram, Twitter and Facebook*)
- Updating the BIA website, business directory and blog articles (*yongestclair.ca*)
- Maintaining and updating the membership database
- Distributing email newsletters using Mailchimp
- Assisting with the design of print and digital collateral
- Interfacing with the local business community for ongoing marketing efforts
- Supporting the summer line up of special events, activations and promotions
- Managing and owning special projects as assigned
- Attending and presenting at monthly meetings of the Marketing + Events Committee

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Required Skills and Qualifications

- Post-secondary degree or working towards a degree in marketing, digital media, public relations, event planning or or other relevant training
- Strong computer skills; proficient in G-Suite apps by Google Cloud, Microsoft, Mailchimp, and social media, including Facebook, Twitter, and Instagram. Experience with creating TikToks is an asset.
- Superior communication; written, oral and interpersonal skills with the ability to work and communicate effectively with various stakeholders at a professional level.
- Organized self-starter, creative, with a results-oriented mindset.
- Willing to work on a flexible schedule including evenings and weekends as required for the completion of key project coordination goals.

Apply

Submit a cover letter and resume with the subject line “**Marketing + Events Assistant + (Your Full Name)**” to info@yongestclair.ca no later than **5:00 pm EST** on **Tuesday, May 23, 2023**.