

Church Wellesley Village Business Improvement Area

Office Manager Job Description

Our Organization

The Church-Wellesley Village Business Improvement Area is a small but important organization dedicated to improving the business environment in the Church Wellesley Village. Like all Business Improvement Areas in Toronto, the CWVBIA was created by order of the City of Toronto Council under the governance of c.19 of the Toronto Municipal Code. Our mandate is to:

The CWVBIA is governed by a Board of Management which is elected by all members of the local BIA at one of its annual meetings. The Board of Management is tasked :

- A. To oversee the improvement, beautification and maintenance of municipally-owned land, buildings and structures in the business improvement area beyond City standard levels provided at the expense of the municipality generally;
- B. To maintain business improvement area-initiated streetscaping capital assets within the business improvement area;
- C. To promote the business improvement area as a business, employment, tourist or shopping area;
- D. To offer graffiti and poster removal services respecting building façades visible from the street, to all business improvement area member property owners who provide written consent, upon approval of the program by the business improvement area members;
- E. To undertake safety and security initiatives within the business improvement area;
- F. To undertake strategic planning necessary to address business improvement area issues; and
- G. To advocate on behalf of the interests of the business improvement area subject to the limits set out in this chapter.

Office Manager

The Office Manager is responsible for helping to update and successfully execute the Church Wellesley Village Business Improvement Area (CWVBIA) Workplan. This position plays a critical role in maintaining day-to-day marketing, streetscape and administrative activities of the CWVBIA, in driving community initiatives, and economic development improvements, execution of programs, project management, customer service, member services, supporting local events, communications and stakeholder relations, all in support of the CWVBIA Board of Management.

The individual must be a solutions oriented self-starter and possess strong organizational skills to ensure that priorities are assigned to projects and activities.

The CWVBIA Office Manager's responsibilities include, but are not limited to the following:

- Implement programs and policies as approved by the Board and the City, and as mandated by the Strategic Plan;
- Financial management of the CWVBIA office and programs;
- Advocating for small businesses, property owners and organizations within Church Wellesley Village;
- Establish, encourage and maintain positive, constructive and proactive relationships with the CWVBIA members as well as non-members; and
- All administrative functions of the CWVBIA.

Duties of the CWVBIA Office Manager include the following:

Manage/support governance of the CWVBIA

- Organize monthly meetings, Annual General Meeting (AGM), prepare agendas, distribute minutes, follow-up on tasks as required;
- Work with board and committees to develop and execute budgets and adjust workplan as needed;
- Manage department and project budgets, work with accounting to maintain regular financial systems and reports, support with reporting financials to the board;
- Representing the Board in industry and community meetings, and participating in community consultations, steering committees and local projects as an active stakeholder;
- Liaise with City departments such as: Economic Development Culture and Tourism Department, Urban Forestry, Parks and Recreation, Transportation and other departmental staff as appropriate; and
- Ensure City and CWVBIA bylaws, policies and mandates are followed.

Marketing & Communications

- Engage in regular membership and community outreach relevant to the workplan;
- Draft materials and work with production teams to produce outreach materials (welcome packages, posters, billboards, notices etc.);
- Manage and distribute communication and campaigns through all marketing channels (website, newsletters, instagram, facebook, twitter, outdoor media, radio, print advertising, etc.);
- Manage 'Community Events Grant' applications, awarding of funds and execution of support, and providing any guidance on event management and permits;
- Work with local and international media outlets, influencers, bloggers, and publications in featuring Church Wellesley Village, its members and local groups, and act as a liaison for any media inquiries directed to the CWVBIA office;
- Explore new initiatives that help promote the CWVBIA;

- Liaise with City of Toronto to ensure all proper permits have been submitted and event guidelines are being followed where applicable (sidewalk sale permit, CafeTO permits etc.);
- Engage local groups and BIA members to participate in the various events and marketing opportunities within and around the community, and act as a connector and facilitator for requests for support; and
- Maintain active membership databases (CRM, excel).

Event Management

- Plan, budget and execute CWVBIA events as directed by the Board
- Solicit sponsorship and advertising revenue for each event

Finance

- Prepare and present annual budget
- Ensure budget targets are adhered to
- Prepare monthly budget reports for the Board

Human Resources

- Hire, supervise and, as necessary, terminate staff in accordance with CWVBIA policies and procedures, and all applicable municipal, provincial and federal legislation

Capital

- Maintain and implement all streetscape, beautification and enhancement programs as directed by the workplan;
- Prepare and administer necessary documentation in accordance with the City's Capital Cost Sharing Program and CafeTO program;
- Obtain "sign-off" on all relevant documents as required by the City and the CWVBIA;
- Relay project status to the Board and organize stakeholder meetings where appropriate; and
- Prepare and recommend workplan adjustments and actions on issues affecting the CWVBIA, cancellations and project timelines.

Safety and Crime Prevention

- Explore new initiatives that help support the workplans focus on community safety;
- Liaise with community groups regarding local programs and support for vulnerable populations; and
- Share local resources available to members that focus on harm reduction, de-escalation training, needle disposal boxes, storefront security assessment and crime prevention materials.

Maintenance and Repairs

- Maintain and monitor all CWVBIA owned infrastructure such as planters, gardens, hanging baskets, banners and pedestrian lights;
- Manage all vendor relations related to streetscape projects such as graffiti removal, garden maintenance, floral installations and removals, banner installations, planter repairs, and street cleaning; and

- Monitor public works and related activities [sidewalk repair, garbage receptacle replacement, garbage collection, hydro infrastructure projects, KQQR, and other physical repairs/improvements in the CWVBIA.

Qualifications:

- Management experience either in an applicable business field, non-profit or municipal-focused organization
- Experience working within a Business Improvement Area or similar organization
- Experience dealing with municipal government
- Professional experience working with small businesses
- Experience with budgeting and financial reporting
- Professional experience in digital and/or traditional marketing
- Experience in social media marketing and communications
- Experience managing vendor relations
- Self-starter able to work independently with minimal supervision
- Strong problem solving skills
- Strong communication, administration, organizational and time management skills
- Proficient in Wordpress, Survey Monkey, Mailchimp, CRM, Word, Excel, Adobe, PowerPoint etc.)

Position Details:

- Full Time Salary: 40 hours per week
- \$55,000- \$65,000 commensurate on experience
- 3 weeks vacation (2 at the employee's discretion, with approval of the Chair, and 1 week between Christmas and NYE)
- Phone
- Health plan

Application will be open until position is filled

Submit Cover letter and resume to:

Executive Committee

Church Wellesley Village Business Improvement Area

65 Wellesley St. E.

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