



-MARKETING, COMMUNICATIONS & EVENTS COORDINATOR

Emery Business Improvement Area

A Business Improvement Area (BIA) is an association of commercial property owners and tenants within a defined area who work in partnership with the City to create thriving, competitive, and safe business areas that attract shoppers, diners, and new businesses. Emery Village BIA is one of Toronto's largest BIAs, encompasses an Employment Area that includes Industrial, Commercial and Retail Businesses and properties. By working collectively as a BIA, local businesses have the organizational and funding capacity to be catalysts for civic improvement, enhancing the quality of life in their local neighbourhood and the City as a whole. The BIA works to bring streetscape improvements to the area, bring together communities in events, place making and gives voice to local businesses in policies and program supports.

Job Description

The Marketing Communications & Event Coordinator works as part of the team to assist in the implementation of marketing strategies, promotional activities, including Special Events, Seminars, and Virtual & In-Person Training Programs.

- Assist with public relations, creation and editing media releases, new business welcome information packages, in connecting and promoting our Emery BIA businesses, provide administrative support and general assistance to the Executive Director; Project Manager and the Executive Assistant.

- Provide communications content and maintains the website and social media. Strong organizational skills will be required to ensure that priorities are assigned to projects and activities appropriately. Act as the spokesperson for the organization in multimedia formats including TV interviews.
 - Maintain contact lists (Event equipment, suppliers, event entertainers, event consultants, and media contacts updated at all times.
 - Sit in all Marketing and Event Committee meetings and keep detailed records, estimates/quotations and detailed prior years event budgets, keep detailed budget records and report out to committees and the Board at meetings.
 - Database administration. Inputs and maintains accurate and current information regarding BIA tenants and members including website, and social media information, emergency contact names and numbers.
 - Advise the Executive Director of any new business or tenants and prepare a Welcome to Emery Kit and include Security information, door decal and magnets with security contact information and any programs, seminars or training information.
 - Conduct polls/surveys and analyze and present results.
 - Help to distribute important City updates, grants, funding programs etc. to members both by eblast, ad-mail, and social media.

- Work with ED to organize Annual General Meeting, including preparing and photocopying materials for meeting, power point presentation and all documents and presentations from special guests.

Communications/Online Content

- Provide technical, creative and primarily content expertise in the support of print literature, letters and the website, update the website on a regular basis
- Management of social media content, regular Facebook/instagram/Twitter and updates, monitor, track and analyze social media coverage
- Upload photos to egypte or other software programs
- Maintain proper electronic logos

Other

- Assist with events as needed
- Seek out and promote environmental incentive programs, government incentive programs, business incentive programs, etc., along with the Executive Director
- Initiate and plan educational seminars throughout the business membership.
- Upload any upcoming construction, lane or road closures on the website and also forward to business members and tenants via e-blast and social media

Required Skills and Experience

- Very strong computer skills, including: Word, Excel, Powerpoint, Canva or other design programs
- Proficient with database and spreadsheet applications, webpage applications and social media
- Must be a detail oriented person and self-starter
- Strong organizational skills
- Must be able to work independently and as a member of the team
- Must be able to take direction and execute
- Strong oral and communication skills
- Post-secondary school diploma/degree in Administration or equivalent

Other Requirements

- Must have a valid driver's license and vehicle
- Must be able to work some evenings and weekends in order to fulfil obligations at Board of Management Meetings, Committee Meetings, and Community/other events

