

YONGE + ST. CLAIR

Yonge + St. Clair Business Improvement Area Manager of Marketing & Events

Application Deadline: Monday, May 13, 2024 at 5:00 pm EST

Salary & Benefits: \$50,000 - \$55,000/ based on experience

Health & dental benefits after 3 month probation period

Term: Full-time, 35 hours/5 days per week

Location: 1 St Clair Avenue West, Toronto, Hybrid office model

We are looking for a passionate, creative, and experienced marketing and events manager who can join our team in a startup-style environment to help our emerging Business Improvement Area (BIA) thrive! You will become an integral part of our organization to help us in our efforts to communicate with our members and with the public, and to organize creative events and activations for the community. This is a great opportunity for someone who's passionate about marketing and events looking to grow their career.

About

The Yonge + St. Clair Business Improvement Area (BIA) was founded in 2018, and is one of Toronto's most dynamic business districts. Our organization exists to drive economic development, plan streetscape improvements, implement community initiatives, and to deliver signature events for the 450 businesses and 14,000 employees in the district. Our funding is received through a special levy on commercial real estate within our boundaries.

Opportunity

The Manager of Marketing & Events will support the successful execution of marketing initiatives, together with the planning, organization, and implementation of event programming.

Key aspects of the role include developing our strategic marketing and event goals. Organizing events and cultural programming including the planning of new murals, art installations, holiday activations, event partnerships, and more. Digital marketing through social media channels, blog posts, web updates, and newsletter creation will be an important focus, and your ability to generate content and effectively schedule this media will be critical.

Responsibilities

Administration

- Stay informed about industry trends, best practices, and regulatory requirements related to event planning, marketing, and community engagement
- Coordinate with internal teams, including management, operations, and membership, to align marketing and event efforts with overall organizational goals and priorities
- Assist in the establishment of inclusive, positive, constructive, and proactive relationships with all BIA members and community stakeholders
- Support the development of schedules, maintaining budgets, and executing on ongoing BIA-led events and partnerships

YONGE + ST. CLAIR

- Maintain accurate records and documentation related to event planning, marketing campaigns, budget expenditures, and stakeholder communications
- Supervise and mentor marketing assistants, interns, and volunteers to support event planning and marketing activities when assigned
- Attend, support and prepare presentations to the Marketing & Events Committee and Board of Directors Meetings

Marketing

- Develop and execute comprehensive marketing strategies to promote the BIA's events, initiatives, and member businesses
- Manage a content calendar for all digital social media channels
- Develop content for regular blog articles on our website (yongestclair.ca)
- Generate and monitoring results for paid advertising campaigns through social channels and traditional media outlets
- Utilize Mailchimp for the creation of both member and public-facing newsletters on a regular basis
- Interface with the local business community for ongoing marketing efforts
- Maintain and updating the membership database and directory on our website
- Manage and own special projects as assigned
- Work alongside consultants on marketing and events activities

Events

- Plan, organize, and coordinate various events throughout the year, including our signature festivals, tactical programs, and partnership events
- Serve as the primary point of contact for event-related inquiries, feedback, and concerns from stakeholders, participants, and the general public
- Represent the BIA at community meetings, networking events, and industry conferences to promote the organization and foster partnerships
- Develop schedules, retain consultants, maintain budgets, and execute on ongoing BIA-led events and event partnerships

Qualifications and Key Competencies

- Post-secondary degree in marketing, communications, public relations, business, digital media, event planning or other relevant training
- Strong Microsoft Office and Google Suite apps required
- Portfolio of work which would ideally include digital marketing and/or copywriting
- Success with digital communications, including social media marketing and the ability to direct the creation of engaging online content.
- Ability to develop and execute programs, including budget oversight and KPIs
- Demonstrated ability to work with a wide variety of individuals, including staff, senior business leaders, key stakeholder contacts, clients, and media
- Experience recruiting and managing volunteers is an asset

YONGE + ST. CLAIR

- Willing to work on a flexible schedule including evenings and weekends as required for the completion of key project coordination goals
- Able to prepare information for a diverse group of audiences, including general public, media, elected officials, government departments, business owners and senior corporate representatives
- Provides a consistent and thorough approach to all organizational communications
- Comfortable communicating in person and through documentation with all stakeholder groups, including business owners, tenant organizations, allied industry organizations, government departments, the media and the general public

The Yonge + St Clair BIA is committed to diversity and inclusivity in employment and welcomes applications from qualified individuals of diverse backgrounds.

Apply

Submit a cover letter and resume with the subject line “**Manager Marketing & Events + (Your Full Name)**” to info@yongestclair.ca no later than **5:00 pm EST** on **Monday, May 13, 2024**.