

YONGE + ST. CLAIR

Executive Director - Job Description

Reporting to the Yonge + St. Clair Business Improvement Area (BIA) Board of Management through the Chair, the Executive Director plays a pivotal role in shaping and executing the BIA's strategic vision. This includes implementing Board decisions and collaborating closely with the Chair and Board of Directors to align with the BIA's objectives.

We are seeking a talented and innovative business leader to serve as our next Executive Director. The Executive Director is instrumental in driving community initiatives, enhancing streetscape and economic development, and managing programs and events. Additionally, this role involves leading and developing a dedicated team, ensuring that all operational tasks are executed efficiently. A hands-on approach is essential for fostering strong stakeholder relationships, managing projects, delivering exceptional community initiatives, and elevating member engagement.

Full Time

Salary starting at: \$86K, commensurate on experience

Leadership:

- **Strategic Direction:** Set and communicate the long-term vision of the BIA, working closely with the Board of Directors to establish and implement a strategic plan that enhances the area's economic vitality and community engagement.
- **Daily Team Management:** Lead daily team meetings to ensure all projects are progressing smoothly, addressing any operational or interpersonal challenges to maintain momentum.
- **Team Guidance:** Lead, mentor, and inspire a diverse team, fostering a culture of collaboration, innovation, and excellence. Develop, and foster top talent to ensure the team is aligned with the BIA's goals.

Innovation:

- **Innovative Approaches:** Identify and implement innovative programs (events, marketing, BIA-specific administration standards, streetscape) that enhance the BIA's

competitiveness and promote urban revitalization. Stay ahead of trends in community engagement, community advocacy and urban development.

Strategic Planning:

- **Governance:** Collaborate with the Board to manage all governance matters, implementing internal controls, project and staff work plans, and strategic initiatives that align with the BIA's mission.
- **Opportunity and Risk Management:** Proactively identify, monitor and capitalize on opportunities (i.e. strategic initiatives, grants, public engagements) and foresee risks or crises to protect the best interests of the BIA. Lead the BIA through change and ensure resilience in the face of challenges.
- **Financial Stewardship and Accuracy:** Oversee budget management, interpret financial reports, and provide expert recommendations to the Board. Ensure transparency, timeliness and accountability in financial decision-making.

Engagement:

- **Stakeholder Strategy:** Develop and maintain a comprehensive engagement strategy to ensure that Board members, business owners, local residents, and city officials are informed, involved, and invested in the BIA's initiatives.
- **Advocacy:** Lead local advocacy efforts and build coalitions to effectively represent the BIA's strategic interests within the community. Act as the primary ambassador for the BIA, representing its interests in public forums and negotiations.
- **Partnerships and Communications:** Cultivate strong relationships with City officials, local businesses, community organizations, and other BIAs.

Communications:

- **Community Outreach:** Foster strong relationships with BIA members, encouraging participation and open dialogue. Engage in regular communication with stakeholders to support the BIA's strategic plan and community ties.
- **Public Relations Strategy:** Develop and execute public relations plans, including media coverage, content creation, and distribution of press releases and news alerts to promote the BIA's initiatives.

Management:

- **Innovative Marketing:** Lead the exploration and implementation of new marketing initiatives in collaboration with the Marketing/Events Committee, positioning the BIA as a vibrant, local destination that resonates with the community while remaining open to

opportunities for broader appeal.

- **Event Planning:** Plan, promote, and execute events that align with the BIA's goals, ensure compliance with relevant regulations and ensure valuable participation from local businesses and members.
- **Streetscape Strategy:** Champion the BIA's streetscape strategy, ensuring that the area's physical environment aligns with the community's vision and enhances its appeal.
- **Capital Projects:** Oversee the submission and execution of capital cost-share requests, collaborating with the Streetscape Committee and the City of Toronto to implement streetscape initiatives.

Qualifications

- University degree in Commerce, Urban Planning, Business, Government Relations, or a related field, or equivalent experience in similar sectors.
- Proven management experience in business, non-profit, or municipal organizations, with a focus on driving change and executing strategic initiatives.
- Previous experience with Business Improvement Areas (BIA) is a strong asset.
- Demonstrated success in implementing change and leading initiatives with measurable outcomes.
- Solid understanding of contemporary leadership and management principles.
- Experience working with municipal government structures and processes is an asset.
- Professional experience working directly with small businesses, fostering strong community and business relationships.
- Experience with budgeting and financial reporting is advantageous.
- Experience organizing and managing large-scale public events is preferred.
- Proficiency in digital and traditional marketing strategies, including social media marketing and communications.
- Self-starter with the ability to work independently and with minimal supervision.
- Strong communication, organizational, and time management skills, with a focus on effective stakeholder engagement.
- Proficient in Google Suite and Microsoft Office (Word, Excel, PowerPoint)

Join Us:

Interested candidates should email their cover letter and resume with the subject line "**Executive Director + (Your Full Name)**" to info@yongestclair.ca no later than 5:00 PM EST on **September 18, 2024**