

The Leslieville Business Improvement Area is seeking an Executive Director
Application Deadline: November 15, 2024

Job Description

The Leslieville Business Improvement Area (BIA) is seeking a dynamic and progressive Executive Director to oversee all operations, lead our community initiatives, promote local businesses, and enhance the economic vitality and streetscape of the Leslieville area.

You will be the face of the organization, responsible for giving the proper strategic direction and implementing a high-quality vision in-line with BIA board direction.

Reporting directly to the Board of Directors through the BIA Chair, the Executive Director will oversee the day-to-day operations of the BIA, manage events and programs, and drive strategic planning efforts in alignment with the BIA's goals.

This full-time role requires a hands-on leader with strong business and administrative acumen, creativity, and a passion for community development. You will engage with local businesses, residents, and city officials to execute the BIA's vision, improve public spaces, and foster a vibrant and connected neighbourhood.

The executive director is an influential manager with the ability to lead and motivate a small team of staff, volunteers and BIA committees. You have great communication skills and take a holistic approach to manage the organization's operations.

Key Responsibilities

Leadership and Strategic Planning

- Develop and implement the BIA's long-term strategic vision, working closely with the Board of Directors to enhance economic development and community engagement.
- Lead daily operations, team meetings, and staff development to maintain a collaborative and innovative work environment.
- Provide guidance and mentorship to staff, fostering a culture of excellence, creativity, and accountability.

Innovation and Community Engagement

- Identify and implement innovative programs/grants and initiatives that promote Leslieville as a top local destination, including streetscape improvements, marketing strategies, and community events.
- Stay ahead of trends in urban revitalization, community advocacy, and business development to ensure the BIA remains competitive.



Governance and Financial Stewardship

- Collaborate with the Board to manage governance matters, ensuring transparency and alignment with the BIA's mission and mandate
- Oversee budgeting, financial reporting, and lead grant applications, ensuring accuracy and accountability in all financial decisions.
- Monitor risks and capitalize on opportunities to protect and advance the BIA's interests.

Stakeholder Relations and Advocacy

- Develop a comprehensive engagement strategy to strengthen relationships with business owners, local residents, city officials, and community organizations.
- Lead local advocacy efforts, acting as the primary ambassador for the BIA in public forums, committees, negotiations, and city-level engagements.
- Cultivate strong partnerships with municipal officials and other BIAs to drive collective community goals.

Communications and Public Relations

- Drive public relations and communication efforts, creating media coverage, press releases, and community updates that promote the BIA's initiatives.
- Foster open dialogue with BIA members, encouraging participation and collaboration through regular outreach and communications.
- Oversee the BIA's social media presence and maintain an updated website that highlights key events and business promotions.

Event and Program Management

- Plan, promote, and execute community events that align with the BIA's goals and enhance local business participation.
- Coordinate streetscape programs and capital projects in collaboration with the City of Toronto and the Streetscape Committee.
- Ensure compliance with relevant regulations and manage all aspects of event planning, from permitting to execution.
- Hire of contracted staff and students for events

Qualifications

- University degree in Commerce, Urban Planning, Business, or a related field, or equivalent experience.



- Proven experience in business, non-profit, or municipal management, with a focus on executing strategic initiatives and leading change.
- Strong understanding of Business Improvement Areas (BIAs) and municipal processes are preferred.
- Experience in financial management, including budgeting and reporting.
- Demonstrated success in community engagement, public relations, and event management.
- Proficiency in digital and traditional marketing strategies, including social media.
- Strong organizational, time management, and communication skills.
- Self-starter with the ability to work independently with minimal supervision.

Compensation

- Full-time position within a salary range of \$80,000, commensurate with experience.
- Following a probationary period of three months, the employee shall have access to a Health Spending account.

The Leslieville BIA is committed to diversity and inclusivity in employment and welcomes applications from qualified individuals of diverse backgrounds.

How to Apply

Interested candidates should email their cover letter and resume with the subject line “Executive Director + (Your Full Name)” to leslievillebia@gmail.com. We thank all applicants for their interest, but only those selected for an interview will be contacted.

This role offers an exciting opportunity to lead Leslieville’s growth and transformation, while fostering a vibrant and engaged community. Join us and help shape the future of our neighbourhood!

