

YONGE + ST. CLAIR

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

Application Deadline: Monday, May 12th, 2025, at 5:00 pm EST

Salary & Benefits: \$55,000 - \$60,000 / based on experience.

Health & dental benefits after 3-month probation period

Term: Full-time, 40 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 & Communications 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 helping us in our efforts to communicate with our members and with the public to promote BIA initiatives and events to increase our neighbourhood profile. This is a great opportunity for someone who is passionate about strategic destination marketing and 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 & Communications will create, support, and implement all BIA marketing and communications initiatives. You will work collaboratively with the BIA staff team under the direction of the Board of Management and Executive Director. 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. Creative design of print marketing assets and knowledge of graphic design editing platforms is also key to this position.

Responsibilities

Administration

- Stay informed about industry trends, best practices, and regulatory requirements related to marketing, communications, and community engagement
- Coordinate with internal teams, including management, operations, and membership, to align marketing 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 marketing campaigns to support events and partnerships
- Maintain accurate records and documentation related to marketing campaigns, budget expenditures, and stakeholder communications

YONGE + ST. CLAIR

- Actively monitor, track and report budget spend aligned with respective project categories
- Supervise and mentor marketing assistants, interns, and volunteers to support marketing activities when assigned
- Attend, support and prepare presentations to the Marketing & Events Committee and Board of Directors Meetings

Marketing

- Develop and maintain an effective and relevant brand voice for all public facing communications across all BIA portfolios
- Continue to develop proven content channels, with a strong emphasis on video content, vlog style and voiceover content (i.e. Reels, TikTok style clips) aligned with broader strategy
- Create on-brand visual graphics and design for various print and digital collateral across all BIA portfolios
- Develop and execute comprehensive marketing strategies to promote the BIA's events, initiatives, and member businesses
- Manage and execute a content calendar for all digital social media channels
- Regularly develop and maintain timely and relevant website content (*yongestclair.ca*)
- Plan and deploy advertising and communications expenditures
- Generate and monitor 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 update the membership database and directory on our website
- Manage and own special projects as assigned
- Work alongside consultants on marketing and events activities

Qualifications and Key Competencies

- Post-secondary degree in marketing, communications, public relations, business, digital media, or other relevant training
- Strong eye for design and proficient in Adobe Creative Suite (Indesign, Photoshop)
- 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
- 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

YONGE + ST. CLAIR

- 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 & Communications + (Your Full Name)**” to info@yongestclair.ca no later than **5:00 pm EST** on **Monday, May 12, 2025**.