

COLLEGE PROMENADE

Job Title: Marketing and Events Coordinator

Location: College Promenade BIA, Toronto, ON

Job Type: Contract: Part-Time

Compensation: Competitive; commensurate with experience (range to be determined)

About the College Promenade BIA

The **College Promenade Business Improvement Area (BIA)** represents a dynamic community of businesses along College Street between Shaw Street and Havelock Street. Our mission is to enhance the local economy, create engaging public spaces, and foster a strong sense of community through strategic marketing, events, and beautification initiatives.

Position Overview

The College Promenade BIA is seeking a creative and results-driven **Marketing and Events Coordinator** to lead our marketing efforts, organize events, and support our member businesses. This role blends digital strategy, content creation, event planning, and community engagement to increase foot traffic, elevate the BIA's brand, and connect with local residents, businesses, and visitors.

Key Responsibilities

1. Marketing & Communications

- Create and maintain a robust content calendar in coordination with Social Media Support; align content with events and campaigns.
- Develop and implement marketing campaigns to promote BIA businesses and events.
- Oversee the management of the Social Media Coordinator on all social media platforms (Instagram, Facebook, TikTok), ensuring 4-5 posts/week per platform and 15-25 stories/week shared (more driven by member business content that has been created by them individually)

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- Design promotional graphics using Canva or Adobe Creative Suite working with the BIA's Brand Guidelines
- Coordinate monthly newsletters with business spotlights, event info, grant opportunities, and exclusive offers.
- Track and report analytics (open rates, engagement, reach) and adjust strategy accordingly.
- Build relationships with media outlets, influencers, and tourism stakeholders (e.g., BlogTO, Dished Toronto, Destination Toronto, etc).

2. Digital Strategy & Web Presence

- Oversee BIA website updates; ensure timely and accurate information on events, business listings, and member resources.
- Optimize SEO and Google search performance.
- Create digital campaigns; explore paid ads for visibility.
- Coordinate with Marketing Committee or Board to ensure alignment with broader strategy.

3. Event Planning & Execution

- Plan and execute 2-3 seasonal events annually (e.g., Holiday Hop, Summer Launch, Food & Music Festival)
- Organize member-driven socials: e.g. coffee socials, after work happy hours to ensure networking opportunities
- Collaborate with partners (schools, neighboring BIAs, community groups, Nuit Blanche, etc.) to strengthen long-term relationships and cross promotions.
- Prepare business promotion kits for each event.
- Recruit and coordinate volunteers or event support staff (e.g., student street team ambassadors)

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- Provide full content coverage direction to social media support: teaser content, live event stories, post-event reels.
- Monitor and report on event performance and attendance metrics.

4. Member & Community Engagement

- Onboard new businesses with branded welcome packages.
 - Encourage business involvement in content creation, event participation, and BIA initiatives and meetings
 - Share marketing calendar and updates with board and marketing subcommittee.
 - Maintain open communication with members via emails, polls (e.g., for tagline voting), and meeting invitations.
 - Coordinate and attend scheduled meetings with BIA Committees, Board, Coordinator
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Qualifications & Skills

- 2-3+ years of experience in marketing, communications, or events (or a related field).
- Proficiency in content creation (photography, videography, graphic design).
- Strong digital marketing skills including social media strategy, analytics, and SEO.
- Familiarity with email marketing tools (e.g., Mailchimp), Squarespace, Canva, Adobe Creative Suite.
- Experience in community engagement and business development is a strong asset.
- Excellent organizational, writing, and interpersonal communication skills.
- Ability to work both independently and collaboratively in a fast-paced, flexible environment.
- Passion for local business, arts, culture, and community building.

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- Experience with event planning, public relations, or tourism promotion is a plus.
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Time Commitment

- Approx. 20–25 hours/week, with flexibility around events and promotional seasons.
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Performance Metrics

- Growth in social media engagement
 - Increase in newsletter subscribers and open rates
 - Website traffic improvements
 - Event attendance and member participation
 - Visibility in local and online media
 - Feedback from BIA members and community
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How to Apply

Submit your **resume**, a **brief cover letter**, and **examples of past marketing or event work** (e.g., social media posts, campaigns, or event materials). Include your **proposed hourly rate or salary expectations**.

Send applications to: biacollegepromenade@gmail.com with the subject line *Marketing & Events Position*

Deadline to apply: **Tuesday, June 10th at 5pm**
