



Job Title: Community Manager

Organization: Little Italy Business Improvement Area (BIA)

Location: College Street (Bathurst to Shaw), Toronto, ON

Employment Type: Full-Time

Salary: \$70,000–\$75,000, based on experience

About the Little Italy BIA

The Little Italy BIA represents a vibrant and diverse mix of businesses along College Street from Bathurst Street to Shaw Street. Through marketing, placemaking, beautification, and event initiatives, we work to support local business.

We are seeking a passionate, organized, and community-focused Community Manager to lead the execution of our day-to-day initiatives, marketing strategy, stakeholder engagement, events, and activations.

Position Overview

The Community Manager will be responsible for executing both the daily and strategic goals of the BIA. This includes leading marketing and communication efforts, planning and reporting on events that drive foot traffic, managing relationships with business members, and ensuring accurate administrative operations.

The ideal candidate is a self-starter with strong communication skills, who is comfortable walking the street, visiting businesses, and building trusted relationships. They should have a creative mindset for event development, backed by an economic development results-driven approach that includes tracking and reporting on metrics to assess impact.

This role includes evening and weekend work to support meetings, events, and public activations.

Key Responsibilities

Marketing & Digital Strategy

- Plan and execute digital marketing campaigns across Instagram, Facebook, YouTube, TikTok, and email
- Create engaging photo and video content, including business highlights and storytelling pieces
- Maintain a monthly content calendar and produce a Monthly Social Media Performance Report
- Optimize content for SEO and run paid Meta and Google ads
- Work collaboratively with the Marketing Subcommittee to develop and execute campaigns
- Create a bi-weekly e-newsletter to members

- Draft and share press releases, media alerts, and campaign updates

Community & Stakeholder Engagement

- Be a visible presence in the community—regularly visit businesses, initiate conversations, and gather feedback
- Act as the main point of contact for BIA members
- Monitor and respond to inquiries via email and phone
- Liaise with the City of Toronto, local elected officials, TABIA, and community stakeholders
- Represent the BIA at community meetings and working groups

Events & Activations

- Lead the planning, promotion, and execution of BIA events including Taste of Little Italy, Cavalcade of Lights, and new events developed to increase foot traffic
- Collaborate with local businesses to integrate them into event programming
- Track event metrics and compile post-event reports with data to assess effectiveness and ROI
- Manage event logistics, city permits, vendor coordination, and budgets

Streetscape & Beautification

- Oversee the implementation and maintenance of seasonal flower baskets, tree lighting, planters, banners, and public art
- Monitor and report on graffiti, lighting outages, and damaged assets
- Work with contractors and City departments on repairs and maintenance
- Support the development of the streetscape master plan and help execute improvements

Administrative & Financial Support

- Assist in scheduling board and subcommittee meetings, preparing agendas, and taking minutes
- Maintain up-to-date records, documents, and business databases
- Ensure BIA materials are posted to the website in accordance with Chapter 19
- Assist with budget tracking, expense reconciliation, and financial reporting with the Treasurer
- Write and manage grant applications and reporting to support BIA programs
- Ensure compliance with City of Toronto's Chapter 19 and BIA policies

Qualifications

- Experience working in or with Business Improvement Areas, Municipal, or non-profit organizations
- Proven expertise in digital marketing, content creation, and social media reporting
- Skilled in Adobe Creative Suite, Canva, Meta Business Suite, Google Ads, and email marketing platforms
- Excellent verbal and written communication skills
- Confident approaching business owners, filming on location, and building community relationships
- Strong project management, multitasking, and organizational skills
- Experience with financial tracking, grant writing, and reporting
- Proficient in Microsoft Office Suite, WordPress, Zoom, and Excel
- Ability to work evenings and weekends as needed

To Apply:

Please submit your resume and cover letter by Thursday, June 5 at 5:00 p.m. to:
coordinator@tolittleitaly.com and chair@tolittleitaly.com