



**NOW HIRING: Marketing Manager, The Junction BIA**

**DETAILS:**

**Location:** Hybrid @ Suite 104 - 2990 Dundas Street West, Toronto

**Position Type:** Part-time 12-month contract

**Schedule:** Flexible, 30 hours per week

**Rate of Pay:** \$25/hour

**KEY DATES:**

**Application Deadline:** Thursday, October 2, 2025

**Interviews:** October 6 - 10, 2025

**Start Date:** Monday, October 20, 2025

---

**ABOUT THE JUNCTION BIA:** The Junction Business Improvement Area (BIA) is a community-driven non-profit organization dedicated to promoting the economic and cultural vitality of the Junction. BIAs are associations of commercial property owners and tenants within a defined area who partner with the City to create thriving, competitive, and safe business areas that attract shoppers, diners, tourists, and new businesses.

**KEY RESPONSIBILITIES:**

**1. Marketing & Communications:**

- Manage The Junction BIA's social media channels, creating engaging content using photography, videography, and graphic design (Canva). Post regularly to promote businesses, community events, and initiatives.
- Oversee website updates (Wordpress), including managing event-specific pages, member directories, and blog content.

- Develop and distribute e-newsletters & announcements (via Mailchimp) to support ongoing marketing campaigns and analyze engagement results.
- Create and distribute promotional materials for events and cross-promotions to enhance member engagement and community outreach.
- Act as the BIA's spokesperson in media appearances and assist in managing public relations, including preparing press releases and handling inquiries.

## **2. Event & Project Coordination:**

- Assist in planning key BIA events such as Taste of the Junction, Window Wonderland, CaféTO, and the Annual General Meeting (AGM).
- Develop promotional strategies, including managing invitations and member participation.
- Provide event logistical support, ensuring smooth coordination between stakeholders, vendors, and members.
- Analyze event performance by collecting and summarizing feedback and survey data and preparing final reports for stakeholders.

## **3. Administrative Support:**

- Organize and maintain digital and physical files, ensuring easy access to essential documents.
- Assist Executive Director with calendar management, including scheduling meetings, appointments, and events.
- Assist Executive Director with drafting emails, letters, and other external communications.
- Assist with the preparation and distribution of board reports, agendas, meeting minutes, presentations, and grant/award application materials

## **4. Strategic & Financial Support:**

- Assist in strategic planning sessions by preparing materials, taking minutes, and managing follow-ups.
- Oversee financial tracking for marketing initiatives and events, working closely with the bookkeeper to ensure accurate financial reporting.
- Develop and maintain reports to provide insights and accountability for marketing initiatives and overall BIA strategy.

## **5. Member Engagement & Stakeholder Relations:**

- Facilitate communication between the Executive Director, BIA members, and stakeholders to enhance collaboration and transparency.
- Engage with BIA members to ensure their involvement in community events and strategic initiatives.
- Respond to incoming inquiries from members, sponsors, community partners, and other prospective collaborators.

## QUALIFICATIONS:

- Minimum 3 years of professional experience in marketing and communications, including experience using social media platforms such as Hootsuite, Facebook, X/Twitter, and Instagram, in a marketing role.
- Minimum 1 year of experience with Google Suite (Drive, Docs, Sheets, and Slides), Mailchimp, WordPress, and Canva.
- Excellent written, oral, and interpersonal communication skills.
- Organized, self-starter who is able work independently with minimal direction.
- Able to balance & prioritize multiple assignments and tasks simultaneously.
- Preference will be given to those living in Toronto's west end; walking distance to the Junction area is preferred.

**Inclusion Statement:** The Junction BIA is an equal opportunity workplace committed to establishing a workforce that reflects our diverse community. We welcome applications from all qualified candidates regardless of gender, sexual orientation, disability, age, socioeconomic status, ethnicity, race, or cultural background.

If you have the qualifications, experience, and passion required for this role, please submit your cover letter and resume.

Only candidates considered for interviews will be contacted.

---

## HOW TO APPLY:

Submit your application via Indeed: <https://ca.indeed.com/viewjob?jk=614d3308383a2131>

**Application Deadline: Thursday, October 2, 2025**