

PARKDALE VILLAGE BUSINESS IMPROVEMENT AREA

JOB DESCRIPTION: MANAGER

ABOUT US

The Parkdale Village Business Improvement Area (PVBIA) is a non-profit organization representing more than 270 member businesses along Queen Street West in Toronto's Parkdale neighbourhood. The PVBIA is dedicated to enhancing and promoting the neighbourhood through streetscape improvements, strategic marketing, community events, economic development initiatives, and advocacy on behalf of its members. Our mandate is to strengthen the local business district, and at the same time, preserve Parkdale's unique character and rich heritage.

ROLE OVERVIEW

The PVBIA is seeking an experienced and motivated professional to lead the organization in delivering programs, services, and events that support its diverse membership and enhance the local commercial district. Reporting to the Board of Management, the Manager is responsible for overseeing day-to-day operations, financial management, governance, marketing and communications, capital projects, public safety initiatives, and streetscape maintenance. Serving as the primary liaison to member businesses, community stakeholders, and municipal partners, the Manager plays a central role in coordinating the implementation of the BIA's annual Workplan, ensuring compliance with policies and bylaws, and advancing advocacy efforts on behalf of businesses and property owners. This is a hands-on leadership role ideal for someone who can effectively balance strategic vision with on-the-ground execution.

KEY RESPONSIBILITIES

Program & Policy Implementation

- Deliver Board-approved programs and policies outlined in the Workplan.
- Oversee the financial administration of the office and its programs.
- Advocate for small businesses, property owners and community organizations.
- Manage all administrative functions of the PVBIA.
- Build and maintain relationships with BIA members and members of the Parkdale community.

Governance Support

- Organize meetings and invites with agendas, minutes and action-item follow-up.
- Collaborate with the Board and committees on budgets and the work plan.
- Manage project budgets, maintain financial control, and prepare reports.
- Represent the Board at meetings, consultations, and steering committees.
- Ensure compliance with City and PVBIA bylaws, policies, and mandates.
- Liaise with City departments, including Economic Development, Urban Forestry, Parks & Recreation and Transportation.

Marketing, Communications & Events

- Conduct regular outreach to members and the community as per the Workplan.
- Oversee print and social media materials (posters, notices, graphics).
- Manage communications across email, website, and newsletters
- Lead planning, permitting, and delivery of community events and activations.
- Explore initiatives and campaigns to promote the PVBIA and drive engagement.
- Engage local groups and BIA members in events and marketing opportunities.
- Maintain active membership databases (Business Directory, Email Database).

Capital Projects

- Maintain and implement streetscape, beautification and enhancement programs.
- Prepare and manage documentation for City Capital Cost Sharing programs.
- Obtain necessary approvals from the City and the PVBIA Board.
- Report project status and coordinate stakeholder meetings as needed.
- Support and promote members' participation in City programs and applications.
- Recommend Workplan updates based on emerging issues and opportunities.

Safety & Crime Prevention

- Identify initiatives to support the community safety and security mandate.
- Liaise with community groups on member and outreach programs.
- Share resources with members on de-escalation, security, and crime prevention.

Maintenance & Repairs

- Oversee and monitor planters, gardens, banners, and pedestrian lights.
- Supervise contractors for graffiti removal, floral installs, repairs, and cleaning.
- Monitor sidewalks, garbage collection, and infrastructure projects.

QUALIFICATIONS

- University degree in Commerce, Urban Planning, Business, Marketing, or Events.
- 3+ years' management experience in business, non-profit, or municipal settings.
- Direct experience with event planning and delivery, within a BIA or similar setting.
- Familiarity with municipal government processes and economic development.
- Experience working with small businesses and community stakeholders.
- Budgeting, cost control, and financial reporting skills.
- Proficiency in marketing, including social media, and project management.
- Experience managing vendor relationships and contractors.
- Ability to work independently with minimal supervision.
- Problem-solving, communication, organizational, and time-management skills.
- Proficient in MS Office, Adobe, Canva, Outlook, Zoom, or equivalent software.

POSITION DETAILS

- Full-Time: 40 Hours / Week
- Annual Salary: \$58,000–\$60,000 (commensurate with experience)
- Location: 1313 Queen St. W., Toronto, ON, M6K 1L8
- Work Arrangement: On-Site
- Employment Type: Regular
- Start Date: Monday, November 03, 2025
- Vacation, Phone Allowance, Benefits, Health Plan

AFTER HOURS DUTIES

- Periodic evening Board of Management and Committee meetings.
- Occasional evening meetings with City or community organizations.
- Occasional weekend work for special events.

WORK ENVIRONMENT

This role involves regular on-site work within the Parkdale Village BIA area and is not primarily desk based. The position requires the ability to walk throughout the district frequently, including during inspections, member outreach, meetings, and special events.

EQUITY & INCLUSION

The PVBIA is committed to fair and inclusive employment practices. We welcome applications from qualified candidates of all backgrounds and lived experiences. Our focus is on selecting individuals who best support the BIA's mission to serve and represent the local community.

COMMITMENT TO NON-PARTISANSHIP

The PVBIA's mandate is to support and advance the collective interests of its business members. As a non-partisan organization, the PVBIA does not engage in or endorse political, ideological, or other activities outside its scope and/or mandate.

HOW TO APPLY

Applications should be addressed to the Board of Management, Parkdale Village BIA, and submitted electronically or via email to director@parkdalevillagebia.com with the subject line "Manager – PVBIA." A cover letter, résumé and portfolio (if applicable) must be received no later than Friday, October 17, 2025, at 3:00 p.m. Only those selected for an interview will be contacted. The Parkdale Village BIA reserves the right to amend this job description.