

Marketing & Communications Manager (12- to 18- month maternity leave contract)

Bloor-Yorkville Business Improvement Area (BIA) | Toronto

The Bloor-Yorkville Business Improvement Area (BY BIA) is seeking a creative, highly organized, and collaborative **Marketing & Communications Manager** on a contract basis to join our team to cover a maternity leave. Reporting to the Executive Director and working closely with the Director of Marketing, this role plays an important part in delivering events, communications, and member engagement for one of Toronto's most iconic neighbourhoods.

This position has a strong **events focus**, with an emphasis on continuity, coordination, and continuous improvement. The successful candidate will support the execution of existing annual events and lead several **new strategic projects** over the contract period.

You want to work here because you enjoy seeing ideas move from planning to execution, working directly with members and partners, and contributing to a vibrant, place-based organization. You thrive in a small team environment where collaboration, initiative, and adaptability are valued.

You are a...

- Highly organized self-starter who can manage multiple priorities and deadlines
- Strong communicator with a keen eye for detail and consistency
- Comfortable coordinating across staff, vendors, partners, and stakeholders
- A relationship-builder who enjoys working directly with members
- Flexible, proactive, and hands-on

You have...

- Education and/or experience in marketing, communications, events, or digital media
- Strong organizational and coordination skills

- Experience with WordPress and Mailchimp
- Strong interpersonal skills and professional judgment
- Flexibility to attend occasional evening or weekend events

What you will do every day...

Marketing & Events

- **Support the Director of Marketing** to ensure continuity of BIA events, campaigns, and partnerships
- Support the planning, coordination, execution, and post-event evaluation of all annual BIA events
- Identify opportunities to **refresh, improve, and evolve existing events** year over year
- Lead several events with a charitable component, working with charity partners and soliciting donations and involvement from members.
- Coordinate event timelines, workbacks, vendors, partners, and internal logistics
- Attend and support BIA events, including on-site coordination as required

Strategic & Special Projects

- Support coordination and delivery of **FIFA-related activations** planned for June
- Manage the **scoping and early planning of a refreshed BIA website**, and coordination with internal and external partners
- Support the concept development for a **potential new winter event in 2027**

Communications & Digital Coordination

- Coordinate and distribute member and consumer communications, including e-newsletter and event-related updates
- Manage updates to the BY BIA website using WordPress, including event listings, blog posts and basic content updates

- Work with the Director of Marketing, our external PR team, and external partners to align communications and promotions
- Support reporting and tracking related to marketing and communications activities

Member Engagement & Relationships

- Build and maintain strong relationships with BIA members
- Support onboarding of new members and distribution of the BIA information package
- Develop and support new **member engagement initiatives**, such as a quarterly newsletter, information sessions, networking events, opportunities to participate in charitable events and briefings that help members understand the value of the BIA
- Build and maintain accurate consumer and members databases, and website directories

Qualifications

- Post-secondary education in Marketing, Communications, Digital Media, or a related field
- Strong writing, editing, and organizational skills
- Experience managing WordPress websites and email marketing platforms (Mailchimp)
- Experience with SurveyMonkey, Google Analytics, or reporting tools is an asset
- Proficiency in Microsoft Office; familiarity with Adobe Creative Suite is an asset
- Ability to attend events, including some evenings and weekends

Contract Details

- **Position Type:** Full-time, in office, maternity leave contract
- **Location:** 77 Bloor Street West, 18th floor
- **Contract Duration:** 12 months with the possibility of extension

- **Start Date:** TBC - February 2026
- **Salary Range:** \$78,000 - \$83,000
- **To apply: please send cover letter and resume in one document to HR@bloor-yorkville.com**

Deadline for applications is Friday, February 6, 2026. No phone calls or recruiters please.