



GREEKTOWN ON THE DANFORTH

JOB POSTING

MARKETING & SOCIAL MEDIA COORDINATOR

GreekTown on the Danforth Business Improvement Area

Toronto, Ontario | Contract / Part-Time

GreekTown on the Danforth BIA is seeking a **Marketing & Social Media Coordinator** to support the planning and execution of digital marketing initiatives that promote the BIA, its businesses, and its events. This role is responsible for managing GreekTown's social media presence, supporting campaign delivery, and contributing to the overall marketing strategy of the BIA.

The ideal candidate is organized, creative, and experienced in managing digital platforms within a community, cultural, or place-based marketing environment.

Key Responsibilities

Digital Marketing & Strategy

- Support the development and execution of GreekTown's digital marketing strategy in alignment with the BIA's Marketing Plan
- Develop and maintain monthly content calendars for social media platforms
- Support marketing initiatives related to events, seasonal campaigns, and business promotions
- Monitor digital performance and provide recommendations based on analytics and insights

Social Media Management

- Manage day-to-day social media accounts, including Instagram and Facebook
- Create, schedule, and publish content such as posts, stories, reels, and event coverage
- Write clear, engaging, and on-brand captions and calls-to-action



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- Monitor messages and comments and engage with the community in a professional manner

Content Creation

- Capture and produce short-form photo and video content for social media (Instagram, TikTok and Facebook)
- Maintain brand consistency across all digital content
- Collaborate with external creatives, influencers, or partners when required
- Organize and maintain digital assets and content libraries

Campaigns & Promotions

- Support marketing and promotional efforts for BIA-led events and activations
- Assist with digital advertising campaigns as required
- Coordinate with internal team members and external partners to support campaign execution

Reporting & Administration

- Prepare monthly social media performance reports
- Track engagement, reach, and audience growth
- Maintain organized records of content, metrics, and deliverables

Qualifications & Experience

- Experience in social media management, marketing, or digital communications
- Strong understanding of social media platforms, particularly Instagram, Facebook, TikTok.
- Experience working with BIAs, municipalities, cultural organizations, or small business communities is an asset



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- Experience with content creation, including short-form video and on-site content capture
- Strong written communication and organizational skills
- Ability to manage multiple priorities and meet deadlines

Employment Details

- Part-time, contract position
- Hours and schedule to be determined based on project needs
- Compensation commensurate with experience
- Opportunity for contract extension or expanded scope based on performance and organizational needs

How to Apply

Interested candidates are invited to submit:

- A brief cover letter & resume
- Examples of social media accounts, campaigns, or portfolios managed
- All to be emailed to:

bia@greektowntoronto.com