

## **Contract | Upper Village BIA Toronto, Ontario (On-Site + Flexible)**

The Upper Village BIA is looking for a creative and reliable Social Media Coordinator to help bring our neighbourhood to life online.

This is a hands-on role for someone who enjoys being out in the community, capturing content, and telling stories through short-form video and visuals. You'll work closely with the BIA team to highlight local businesses, promote events, and showcase what makes Upper Village a great place to visit and shop.

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### **What You'll Do**

- Create and manage content for:
    - Facebook
    - Instagram (including Reels)
    - TikTok
  - Visit businesses within the BIA to:
    - Record short-form videos (Reels / TikToks)
    - Take photos of storefronts, products, and experiences
  - Develop engaging, on-brand content that highlights:
    - Local businesses
    - Events and promotions
    - Neighbourhood features and seasonal moments
  - Design graphics and marketing materials using tools like Canva
  - Assist with content planning and scheduling
  - Stay on top of social media trends and suggest new ideas
  - Collaborate with the team to execute campaigns and initiatives
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### **What We're Looking For**

- Experience creating content for social media (especially video)
  - Comfortable being on-site and interacting with local businesses
  - Strong understanding of Instagram Reels and TikTok trends
  - Graphic design skills (Canva or similar tools)
  - Good eye for visuals, storytelling, and branding
  - Ability to work independently and meet deadlines
  - Friendly, professional, and community-oriented
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## Nice to Have

- Experience working with BIAs, local businesses, or events
  - Video editing skills
  - Photography experience
  - Experience using scheduling tools (e.g., Meta Business Suite)
  - Familiarity with AI tools
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## Role Details

- Contract position
  - Flexible hours, with regular on-site visits required
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## How to Apply

### Please send:

- Resume
- Portfolio or examples of social media content (links preferred)
- Short note about why you're a good fit

**Email:** [hello@uppervillageto.com](mailto:hello@uppervillageto.com)

**Deadline:** **June 1, 2026**