



Marketing & Social Media Coordinator (Part-Time Contract)

The Mirvish Village BIA is seeking a creative and strategic marketing professional to help tell the story of one of Toronto's fastest-growing neighbourhood destinations.

This role combines digital marketing strategy with hands-on content creation, social media management, and website redevelopment. Working closely with BIA staff and local businesses, the successful candidate will lead efforts to strengthen the neighbourhood's digital presence, tell authentic local stories, promote events and initiatives, and support businesses as Mirvish Village continues to grow and attract new residents, visitors, and investment.

A key priority of this role will be auditing and strengthening the Mirvish Village BIA's digital presence and marketing systems. This includes leading the redevelopment of the BIA website while evaluating and improving social media strategies, content management practices, digital assets, marketing workflows, and communication processes to create a strong foundation for future growth.

This contract is intended to establish that foundation. While the initial term runs through December 2026, the BIA anticipates expanding its marketing and communications capacity in 2027 and is seeking a candidate interested in helping shape and grow this function over the longer term.

About Mirvish Village BIA

A Business Improvement Area (BIA) is a partnership of local businesses and property owners working together to enhance and promote a commercial district.

Mirvish Village has undergone significant change following the redevelopment of the former Honest Ed's site. As new businesses, residents, and visitors discover the area, the BIA is focused on building a strong and recognizable identity that celebrates both the neighbourhood's history and its future.

Key Responsibilities

1. Digital Marketing Strategy & Brand Development

- Audit the BIA's current marketing and communications activities.

- Review and assess the BIA website and provide recommendations to improve user experience, navigation, content organization, SEO, and alignment with the BIA's brand and marketing objectives.
- Lead the redevelopment of the website and other marketing and promotional systems.
- Develop and implement a digital marketing strategy aligned with BIA goals.
- Create content calendars and campaign plans to support business promotion, events, placemaking initiatives, and community storytelling.
- Monitor analytics and provide recommendations to improve engagement and reach.
- Identify opportunities to strengthen the Mirvish Village brand and online presence.
- Organize and maintain digital assets and content libraries.

2. Social Media & Content Creation

- Create engaging photography, video, written content, and social media assets.
- Manage the BIA's social media channels and support website content updates as required.
- Maintain a regular posting schedule and community engagement.
- Capture stories that showcase local businesses, residents, events, public spaces, and neighbourhood culture.
- Attend selected BIA events and initiatives to gather content.
- Work collaboratively with businesses and stakeholders to develop authentic local stories.
- Assist with membership communications.
- Support marketing campaigns, special events, and promotional initiatives.

Qualifications

The ideal candidate will have:

- Experience in digital marketing, communications, social media management, and content creation.
- Strong photography and video production skills.
- Experience developing, executing, and evaluating social media strategies.
- Excellent writing and storytelling abilities, with the ability to adapt content to various audiences and platforms.
- Strong organizational skills and ability to work independently.
- Familiarity with Toronto neighbourhoods, BIAs, community organizations, or placemaking initiatives is considered an asset.
- Ability to work independently, manage multiple priorities, and meet deadlines.
- Applicants with website design, development, or digital user experience expertise are encouraged to provide relevant examples of past projects.

Compensation & Contract Details

Contract Term: Mid- July 2026 – December 2026, with the possibility of renewal and expansion in 2027 based on organizational needs, performance, and available funding.

Compensation: \$25–\$30/hour, commensurate with experience. In addition to this contract position, the BIA has dedicated project funding available to support marketing initiatives, website redevelopment, and other strategic communications projects.

Expected Commitment: Approximately 15–25 hours per week, with workload varying based on project priorities, events, and seasonal initiatives.

Work Arrangement: This position offers flexible remote work; however, the successful candidate must be available to attend regular meetings with BIA staff, occasional Board and member meetings, events, and on-site content creation opportunities within Mirvish Village as required.

Application Requirements

Interested applicants should submit a SINGLE PDF DOCUMENT including:

- Resume
- Portfolio or examples of relevant work
- Two professional references
- In lieu of a cover letter, please provide responses to the following questions (maximum 750 words total):
 1. Business Improvement Areas market ‘places’ rather than ‘products’. What tools, platforms, and storytelling techniques would you use to build awareness of a neighbourhood destination such as Mirvish Village? Please explain how these tools work together and provide examples from your experience.
 2. Describe a marketing, communications, website, or content project you are most proud of. What was your role, what challenges did you face, and what results were achieved?
 3. The Mirvish Village BIA requires both day-to-day marketing support and foundational improvements to its digital presence. In your first 60 days, how would you determine what needs immediate attention versus what can be addressed over the longer term? Please describe your priorities and decision-making process.

Application Deadline

Applications will be accepted until July 15, 2026.

Applications will be reviewed as they are received, and interviews may be scheduled prior to the application deadline. Qualified candidates are encouraged to apply early.

Please submit applications and inquiries to: **Melanie Ramsay**
mirvishbiaMARKETING@gmail.com