

BLOOR YORKVILLE

DIRECTOR, MARKETING, ENGAGEMENT & STRATEGY JOB POSTING

About Us:

The Bloor-Yorkville Business Improvement Area (BYBIA) is one of Toronto's most recognized and prestigious neighbourhood organizations, representing a vibrant district known for luxury retail, restaurants, hotels, cultural institutions, offices, and exceptional public spaces.

Working collaboratively with businesses, property owners, residents, community partners, and the City of Toronto, the BYBIA is responsible for enhancing and promoting the neighbourhood through strategic marketing, events, advocacy, public realm initiatives, and member engagement activities.

As the organization continues to evolve, we are seeking an experienced and strategic marketing leader to help shape the future of one of Canada's premier business districts.

Role Summary:

We are seeking a dynamic, strategic and collaborative Director, Marketing, Engagement & Strategy to join our team.

Reporting to the Executive Director, this newly created leadership role will serve as a key strategic partner and lead the organization's marketing, communications, member engagement, partnerships, sponsorship and destination development initiatives.

The Director will provide leadership across the organization's marketing and engagement portfolio while helping to shape the future direction, priorities and organizational capacity of the BYBIA.

The successful candidate will be both strategic and hands-on, capable of developing long-term plans while overseeing day-to-day execution through staff, consultants, agencies and external partners.

Key Responsibilities:

Strategic Leadership

- Develop and implement annual marketing, communications and member engagement strategies aligned with organizational priorities.
- Lead long-term destination marketing initiatives that strengthen the Bloor-Yorkville brand and support business attraction and retention.
- Identify opportunities to enhance organizational effectiveness, improve marketing performance, and introduce new approaches and best practices.

Marketing, Communications & Brand Management

- Provide leadership and oversight for all organizational marketing and communications activities.
- Oversee the development and execution of marketing campaigns designed to increase visitation, awareness and engagement.
- Monitor and evaluate campaign effectiveness and recommend improvements based on performance data and analytics.
- Oversee, evaluate and optimize relationships with external agencies, consultants and service providers to ensure organizational objectives are achieved.

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- Lead the strategic redevelopment, optimization and ongoing evolution of the BYBIA website and related digital platforms.
- Identify opportunities to modernize digital tools, systems and member-facing technologies.

Member Engagement & Stakeholder Relations

- Lead the development and implementation of member engagement strategies.
- Support the development of programs and initiatives that strengthen relationships and improve satisfaction with member businesses and stakeholders.
- Leverage member feedback, CRM information and other data sources to strengthen member engagement and inform organizational decision-making.

Partnerships & Sponsorship

- Lead sponsorship development and stewardship activities.
- Identify, cultivate and maintain strategic partnerships that advance organizational priorities.

Events & Programming

- Provide strategic oversight and direction for organizational events and programming, including evaluating existing initiatives, identifying new opportunities, establishing objectives and measuring outcomes.
- Work collaboratively with internal staff, consultants and external partners to ensure events support organizational goals and brand objectives.

Research, Analytics & Performance Measurement

- Develop and implement meaningful performance measures across marketing, communications and engagement activities.
- Analyze data, member feedback and market trends to inform organizational decision-making.
- Monitor industry trends, emerging practices and innovations relevant to destination marketing and place management.

People Leadership

- Provide day-to-day leadership, coaching and direction to staff within the marketing and engagement portfolio.
- Support employee development, goal setting and performance management activities.

Financial Management

- Develop and manage departmental budgets in collaboration with the Executive Director.
- Evaluate return on investment across marketing, communications, events and partnership activities.

Required Qualifications:

- Post-secondary education in marketing, communications, business, public relations or a related field.
- Minimum seven (7) years of progressively responsible experience, including experience in a senior leadership or management role, within marketing, communications, destination marketing, tourism, economic development, membership-based organizations, not-for-profit organizations, place management, or a related field.
- Minimum four (4) years of people leadership experience.

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- Demonstrated experience developing and implementing strategic marketing and communications plans.
- Experience managing external agencies, consultants and vendors.
- Strong project and stakeholder management skills with the ability to manage multiple priorities simultaneously.
- Exceptional written, verbal and interpersonal communication skills.
- Strong relationship-building and stakeholder management skills.
- Experience developing reports, analyzing data and measuring organizational performance.
- Strong strategic thinking, problem-solving and decision-making skills.
- Ability to work collaboratively within a small, fast-paced and evolving organization.
- Must be legally entitled to work in Canada.

Preferred Qualifications:

- Experience working with Boards and Board committees.
- Experience leading complex, multi-stakeholder projects and organizational change initiatives.
- Experience with CRM systems, digital analytics platforms and performance dashboards and AI.

Compensation and Benefits:

- Salary range: \$110,000–\$120,000 annually, based on experience.
- Comprehensive health and dental benefits.
- Opportunities for professional development and growth.

Working Conditions:

- This is a full-time, in-person role based at our 77 Bloor Street West, 18th floor location.
- Regular evening and occasional weekend work will be required to attend events.
- The position operates within a fast-paced, collaborative environment and requires the ability to manage multiple priorities and competing deadlines.

Location and Accessibility:

The BYBIA is committed to creating an inclusive and accessible workplace. Accommodations are available throughout the recruitment process upon request. Our office is accessible by elevator.

Equal Opportunity Employer:

We are an equal-opportunity employer and are committed to fostering an inclusive and diverse workplace. We encourage applications from all qualified candidates, including but not limited to visible minorities, Indigenous peoples, LGBTQ2S+ individuals, and persons with disabilities.

How to Apply:

Interested candidates are invited to submit their resume and a cover letter detailing their experience and interest in the role to HR@bloor-yorkville.com. Applications will be accepted until Monday, July 20.

We thank all candidates for their interest in joining our team. Only those selected for an interview will be contacted.