

CABBAGETOWN

-TORONTO-

EMPLOYMENT OPPORTUNITY: MARKETING & EVENTS COORDINATOR

Position Type: Full-Time 2024 contract, with the possibility of extension to permanent if successful.

Rate of Pay: \$20/hour

Schedule: ~9-5 PM; 35 hours per week; Mon-Fri, with infrequent evenings and weekends.

Employment Dates: April 15, 2024 - December 20, 2024

Location: Hybrid @ The Cabbagetown BIA, 237 Carlton St, Toronto, ON

DEADLINE TO APPLY: March 22, 2024

IMPORTANT: This position is a part of the Canada Summer Jobs Program with funding provided by Service Canada. Candidates must indicate if they are between 15 and 30 years of age at the start of employment (April 15). Only for the exceptional candidate could we consider bypassing the age requirements. Candidates must also be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred for the duration of employment; and have a valid SIN.

ABOUT THE CABBAGETOWN BIA

A Business Improvement Area (BIA) is an association of commercial property owners and tenants within a defined area who work in partnership with the City to create thriving, competitive, and safe business areas that attract shoppers, diners, tourists, and new businesses. The Cabbagetown BIA is a community-driven non-profit organization dedicated to promoting the economic and cultural vitality of Cabbagetown.

JOB TITLE: MARKETING & EVENTS COORDINATOR

Works as part of a close-knit team to assist in the implementation of marketing strategies and coordinate promotional activities, including activations and events. Assists with connecting people, businesses, and public spaces, collaborating with partners to acquire and retain a vibrant mix of retail, and **attracting more people to the area**. Reports to the Executive Director.

Responsibilities Related to The Cabbagetown Festival (September 7-8 2024):

- Manage The Cabbagetown Festival **marketing campaigns** in multiple media formats (print and digital media), via creation and maintenance of a critical path, against set budgets and timelines.
- **Develop dedicated e-blasts** (via email service provider Mailchimp) to support marketing campaigns and analyze results.
- Act as a key point of contact with all **third-party marketing / design contractors** (graphic designer, webmaster, photographers, etc.) and provide feedback and deliver materials, as required.
- **Assist with public relations**, editing releases and connecting with the media. As needed, act as a spokesperson for the organization in multimedia formats, including TV interviews.
- Create clear and measurable objectives, collect data, and analyze results. Edit, improve and analyze multifaceted surveys to garner feedback from opt-in database members and the public. Present key learnings and recommendations in a **Final Report** with evidence-based conclusions.
- Assist other staff in event planning.
- Complete other related duties as assigned.

Other Responsibilities and Projects:

- Manage **Social Media**: Create social media strategy and write unique Facebook and Instagram posts for small businesses and for the Cabbagetown community as a whole. Ideally, expand the BIA's social media reach to TikTok and increase follower growth.
- Manage updates to The Cabbagetown BIA **website**: Includes editing pages, writing blog posts, and adding useful resources for members.
- Create **Marketing Concepts**: Participate in ideation, collaborating with ED to brainstorm marketing projects to support small businesses and the Cabbagetown community. Develop a plan and budget for these projects.

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- Assist in the development and promotion of Cabbagetown **merchandise** sales.
- Manage **Marketing Projects**: Establish and manage large cross-promotions to further promote Cabbagetown, such as the **Cabbagetown Heritage Walking Tours Program** (June-Aug).
- Assist in managing **Other Small Events**, such as a Remembrance Day Celebration (Nov), Holiday in the Patch (Dec), and summer music events.
- Assist in Annual General Meeting preparation, including the Annual General Report.
- Complete other related or administrative duties as assigned.

Qualifications

- Must have 1-3 years experience in marketing and communications.
- Must have 1-3 years experience in event management.
- Complimentary business-related education; preferably in culture, tourism, and/or urban development.
- Strong computer skills; proficient in G-Suite apps by Google Cloud, Microsoft, Mailchimp (or other email marketing software), Squarespace, Canva, and social media, including Facebook, Twitter, and Instagram. Experience with creating TikToks is also an asset.
- Strong graphic design skills are an asset.
- Leadership skills and experience working in a team.
- Proven ability to balance multiple assignments and tasks simultaneously.
- Superior communication; written, oral, and interpersonal skills with the ability to work and communicate effectively with various stakeholders at a professional level.
- An organized self-starter, creative, and member/customer-focused.
- Able to work with minimal direction.
- Must be able to work on a flexible schedule including evenings and weekends as required for the completion of key project coordination goals.

Additional Benefits:

- Work-from-home opportunities
- Flexible working hours
- Health & Dental Benefits if made permanent

Self-Declaration

All applicants are welcome. The Cabbagetown BIA is committed to establishing a diverse workforce that is reflective of our community. Funding for this position has been partially provided by The Canadian Federal Government through Employment and Social Development Canada. If possible, this position will be filled by a qualified candidate who is in an underrepresented group (youth with disabilities, Indigenous youth, youth who are members of a visible minority, and youth who are new immigrants/refugees.)

If you have the qualifications, experience, and passion required for this exciting career role, please submit your **RESUME AND COVER LETTER and complete the 2 SKILLS TESTS** through [Indeed](#) by March 22. Applications will be considered on a first-applied, first-reviewed basis. Interview Schedule - March 18-26. Only candidates considered for interviews will be contacted. We aim for the successful candidate to be contacted by March 28. **Start date: Mon, April 15, 2024.**

Thank you for your interest. We wish you all the best in your search.

Matthew Mohan, Executive Director, The Cabbagetown BIA