

YONGE + ST. CLAIR

Yonge + St. Clair Business Improvement Area Economic Development Coordinators - (4 Positions)

Application Deadline: Friday, May 10, 2024 at 5:00 pm EST

Salary: \$19 per hour, Part-Time, 24 hours/week

Terms: 3-month temporary contract: June 1 - August 31, 2024

Location: BIA Office, 1 St Clair Avenue West, Toronto

Eligibility

These positions are a part of the Canada Summer Jobs Program with funding provided by Service Canada. Candidates must be between 15 and 30 years of age at the start of employment (*June 1, 2024*). 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 Social Insurance Number (SIN).

About

The Yonge + St. Clair Business Improvement Area (BIA) was founded in 2018, and is one of Toronto's most dynamic business districts. Our organization exists to drive economic development, plan streetscape improvements, implement community initiatives, and to deliver signature events for the 450 businesses and 14,000 employees in the district. Our funding is received through a special levy on commercial real estate within our boundaries.

Opportunity

Reporting and working closely with the senior management team, the Economic Development Coordinators will be responsible for the successful planning, organization, and implementation of targeted special projects.

The dedicated roles could be focused on providing key support for events and cultural programming including the planning of art installations, summer activations, tactical events, partnerships, and more. You may also support the execution of the digital marketing strategy through social media channels, blog posts, web updates, and newsletters.

Responsibilities

Marketing & Events Coordinator Position:

- Under the direction of the Manager of Marketing & Events, assist in the planning, coordination, and execution of marketing initiatives and events to promote the BIA's objectives and member businesses
- Support the development and implementation of marketing strategies across various channels, including social media, print materials, and digital advertising
- Aid in the creation of engaging content for promotional materials, such as event flyers, posters, social media posts, and website updates

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- Assist in coordinating outreach efforts to promote events and initiatives within the local community, BIA membership and target audiences
- Support event management budgets by assisting with vendor communication, and financial tracking
- Help monitor and analyze marketing performance metrics, such as engagement, reach, and conversion rates, and provide insights for optimization
- Provide administrative support for marketing and event-related tasks, including scheduling meetings, maintaining databases, and responding to inquiries
- Collaborate with internal teams to ensure alignment of marketing and event efforts with organizational goals and priorities
- Assist in the coordination of marketing campaigns, including scheduling posts, monitoring social media channels, and managing ad placements
- Post-secondary degree or working towards a degree in marketing, digital media, event planning or other relevant training

Streetscape & Design Position:

- Under the direction of the Director of Operations, support the delivery of priority projects and goals
- Continue to advance the BIA's Streetscape Master Plan projects, working closely with stakeholders, consultants and contractors
- Support the maintenance, beautification, and seasonal decoration strategies
- Monitor all area-related public works and city-ordered area improvements, attend meetings, participate in consultations, survey stakeholders, and distribute information/updates as needed.
- Liaise with City of Toronto staff and agencies including reporting issues to 311
- Post-secondary degree or working towards a degree in urban planning, design, environmental studies or other relevant training

Communications Position:

- Under the direction of the Executive Director, assist in preparation of weekly/monthly internal and external communication items
- Liaise with BIA membership and various stakeholders on a weekly/monthly basis
- Engage in business and community outreach relevant to the strategic plan
- Research, develop and recommend public relations plans and programs including media coverage; and direct, coordinate and monitor execution of approved plans and programs
- Public speaking skills are considered an asset
- Post-secondary degree or working towards a degree in communications, public relations, political science or other relevant training

Special Projects Position:

- Under the direction of the Executive Director, organize and coordinate events as needed by the BIA such as community consultations, roundtables and working group sessions
- Prepares cost estimates, prepares, and distributes invitations/maintains guest lists, orders event supplies, processes honoraria, communicates with event sponsors, invitees, and participants

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- Collects and keeps track of receipts and event related expenses; prepares expense reimbursement form
- Prepares cost estimates, books space, oversees all aspects including set-up, catering, audio visual and IT support, and signage
- Designs and distributes notice of events, schedules, and registration materials
- Compiles and maintains registration and mailing lists
- Prepares, collects, summarizes, shares and revises evaluations of each event on a regular basis
- Support the creation of the BIA's new sponsorship strategy for signature events
- Post-secondary degree or working towards a degree in communications, public relations, event planning or other relevant training

Qualifications and Key Competencies

- Strong computer skills; proficient in Google Suite apps, Microsoft, and Mailchimp
- Social media including Facebook, X, Instagram and TikTok
- Willing to work on a flexible schedule including evenings and weekends as required for the completion of key project coordination goals
- Able to prepare information for a diverse group of audiences, including general public, media, elected officials, government departments, business owners and senior corporate representatives
- Provides a consistent and thorough approach to all organizational communications
- Comfortable communicating in person and through documentation with all stakeholder groups, including business owners, tenant organizations, allied industry organizations, government departments, the media and the general public

The Yonge + St Clair BIA is committed to diversity and inclusivity in employment and welcomes applications from qualified individuals of diverse backgrounds.

Apply

Submit a cover letter and resume with the subject line “**Economic Development Coordinator + Position + (Your Full Name)**” to info@yongestclair.ca no later than **5:00 pm EST** on **Friday, May 10, 2024**.