



The Leslieville Business Improvement Area is seeking an Event & Project Coordinator.

Start Date: August 5, 2024

Application Deadline: Thursday, July 25, 2024, at 5:00 pm EST

Salary & Benefits: \$23-25/hr commensurate with experience

Term: Part-time, 20 hours/week, 1-year contract with review for extension

Location: Hybrid office model; minimum two days/week in the BIA neighbourhood

The Opportunity

[The Leslieville BIA](#) is seeking a part-time **Event & Project Coordinator** to support the 220+ small and independent businesses along Queen St. East between Vancouver and Empire Avenues in Toronto. We are looking for a passionate, creative, and experienced person who can join our team to help the Leslieville BIA continue to thrive! You will become an integral part of our organization to help us in our efforts to communicate with our members and with the public, and to organize creative events and activations for the community.

The Event & Project Coordinator will support the successful execution of marketing initiatives, including a focus on the planning, organization, and implementation of event programming.

Working with our Marketing Team and reporting to the BIA Board, the successful candidate will be responsible for:

Events

- Support the planning, organization and coordination of various events throughout the year, including the BIA's signature holiday shopping event, Wanderlust, and other tactical programs, and partnership events.
- Support the development of budgets, timelines and prepare post-event reports.
- Serve as the primary point of contact for event-related inquiries, feedback, and concerns from stakeholders, participants, and the public.
- Serve as the primary on-site point of contact as the event coordinator at every event to ensure smooth and effective operations.
 - Supervise and mentor marketing assistants, interns, and volunteers to support event planning and marketing activities as assigned

Communications

- BIA Membership: Assist in the establishment of inclusive, positive, constructive, and proactive working relationships with all BIA Members and community stakeholders, including municipal, provincial and federal elected representatives, as required.



- BIA Website: Manage and maintain the BIA website: adding/removing event listing info; updating the BIA Membership business directory; updating the BIA website Film Portal.
- BIA Newsletter: Utilize Mailchimp for the creation of email newsletters based on an established publishing calendar.
- BIA Event Collateral: Oversee and coordinate the creation/design of marketing materials for each event.
- BIA Teamwork:
 - Coordinate with internal teams, including management, operations, and membership, to align marketing and event efforts with overall organizational goals and priorities.
 - Maintain accurate records and documentation related to event planning, marketing campaigns, budget expenditures, and stakeholder communications.
 - Attend meetings and prepare presentations to the Marketing & Events Committee and Board of Directors Meetings as needed.

Miscellaneous

- Be informed about industry trends, best practices, and regulatory requirements related to event planning, marketing, and community engagement.

Qualifications and Key Competencies

- Post-secondary education in business, marketing, communications, event planning, local economic development, project management, or another relevant field.
- Understanding of City of Toronto government and policies.
- Minimum two years' experience in event planning and execution, marketing and / or graphic design, project management (preferably in the not-for-profit sector).
- Working knowledge of Gmail, Google Suite, Word, PowerPoint, Excel, Teams, Zoom & Mail Chimp or other similar programs.
- Have consistently reliable home Wi-Fi for work.
- Some lifting may be required, especially around set-up and take-down at events.
- Good familiarity with website management (WordPress), Adobe Creative Suite and/or Canva.
- Ability to work flexible hours as some events are early mornings/evenings/weekends.
- Ability to work in the Leslieville BIA catchment area weekly.



Qualities

- Enthusiastic and creative with a 'can-do' attitude.
- Responsible, adaptable, self-starter, resourceful, personable and detail oriented.
- Ability to work independently and meet tight deadlines.
- Attention to detail, strong organizational skills, creative thinking and a passion for marketing.
- Ability to multitask, prioritize and plan several concurrent events.
- Ability to work under pressure in a dynamic and changing environment.
- Excellent written, presentation, verbal and interpersonal communication skills.
- Takes ownership and accountability and possesses a high level of integrity.
- Able to act with tact, discretion and confidentiality.
- Highly developed interpersonal skills to work with board/committee members, local businesses and community members.

The Leslieville BIA is committed to diversity and inclusivity in employment and welcomes applications from qualified individuals of diverse backgrounds.

How to Apply

Submit a cover letter and resume with the subject line "**Event & Project Coordinator** + (Your Full Name)" to leslievillebia@gmail.com no later than July 25, 2024, 5:00 p.m.