

# Rogers Road Business Improvement Area (BIA)

## Description of Consulting Duties

The Rogers Road BIA, located in one of Toronto's emerging neighborhoods, is seeking a consultant to support the Board of Management's efforts to enhance the area's competitiveness. Our BIA is embarking on a comprehensive revitalization initiative and requires a creative self-starter with sound judgement who can work with minimum supervision and demonstrate strong organizational and administrative skills to help execute our projects. You will possess abilities to ensure Rogers Road projects meet ambitious standards set by the Board of Management, its membership, the expectations of the community and the city of Toronto.

Reporting to the BIA Board of Management, through the chair (or designate), responsibilities include, but are not limited to:

1. Deliver efficient support to the Board of Management with priority of establishing administrative systems and processes for a newly established BIA and its general membership.
2. Ensure that exceptional customer service is always delivered through the BIA office.
3. Establish, encourage, and maintain positive, constructive, and proactive relationships with the general membership, including non-members and stakeholders.
4. Maintain a membership database and local stakeholders.
5. Implement programs and policies as approved by the Board.
6. Maintain positive marketing efforts for the BIA via events and social media.

With limited BIA financial resources, the above priorities will form the core of the consultant's duties. Retail challenges, economic and municipal issues, competing priorities will emerge and, as a result, selected elements of the following list will be included as part of the duties as determined by the board.

## Job Duties and Responsibilities

Administrative:

- Organize and attend Board of Management meetings, Annual General Meetings, and Sub-Committee meetings at the request of the Chair or respective Sub-Committee Chair in compliance with notification periods contained in the City of Toronto Municipal Code.
- Assist with annual budget preparation.
- Attend other BIA-related meetings as may arise.

- Prepare and distribute minutes of all Board of Management and Sub-Committee meetings and follow-up on issues required.
- Responsible for regular Office operations such as filing, folding, stuffing, mailing, data maintenance, receipt/preparation of correspondence on behalf of the Board/Chair or Sub-Committee Chair.
- Maintain mailing lists (BIA Members, Media Contacts, Committee Members, serving Members of Toronto City Council, local MPP and MP contact info, other Community/Opinion Leaders).
- Prepare cheques, invoices, and other financial documents as may be required from time to time.
- Perform light bookkeeping tasks (orderly management of BIA-related expense receipts, cheque stubs and bill payments (telephone/internet, rent, utilities et al). Documentation shall be maintained in ordered and systematized fashion to render delivery of all appropriate time.
- Liaise with bookkeeper and auditor.

#### Advocacy:

Generally, work towards the Board's priorities including:

- Monitoring and understanding city policies that impact Rogers Road BIA.
- Monitor general City public construction to ensure that BIA assets are not adversely affected and timely reinstatement.
- General cleanliness of the public right-of-way.

#### Communications:

- Conduct regular visits to member businesses to advise of BIA initiatives, encourage business engagement and create/maintain a database of member business contacts.
- Prepare Draft Materials for distribution to the local community through appropriate media or via other means of distribution (local newspaper ads/announcements, local poster campaigns for branding, initiatives arising from time to time).
- Draft Press Releases and other Media Materials for review and approval.
- Act as a Liaison, via regular communication and relationship management, with Non-BIA Members such as: City Staff in the BIA Office and other Departmental Staff as appropriate; Constituency Office Staff for our Local Councilor, MPP and MP; Members of other BIA's and Business Associations, Community Groups and Agencies.
- Establish/maintain BIA's social media connections (Facebook, Twitter etc.).
- Content creation and website work beyond basic updates may come at additional cost (new functionality, new splash pages etc.).

#### Events:

- Coordination, administration, and execution of BIA events.
- Coordination and oversight of all volunteers for BIA events, if required.
- Additional responsibilities leading up to the event in addition to onsite oversight responsibilities on the day of the event.
- Some marketing and event coordination-planning may come at an additional cost depending on scope/size of project.
- Preparation of Press/Media Releases related to the Event, before and after the Event (draft to be vetted by Board Chair & Event Chair) when required.
- Grant writing at additional cost (beyond standard city grants).

#### Streetscaping:

- Assisting with streetscape planning in coordination with third party consultants and the City of Toronto.
- Liaising with City staff and BIA members about area construction, new developments, zoning, traffic issues, bylaw issues, cleanliness issues, public meetings, committee, and council agendas etc.

#### Coordinator Job Posting:

- Coordinating and following up on all ongoing works for City & BIA cost share program, to include attending meetings, carrying out onsite inspections and member communications.

#### Preferred Qualifications:

- Excellent verbal and written communication skills and the ability to succinctly summarize issues.
- Strong multi-tasking and time-management skills.
- Must be self-motivated and able to complete tasks on a self-directed basis.
- Must have flexibility to work some evenings/weekends as required.
- Microsoft Office, web, and social networking skills.
- Previous or con-current BIA experience is valued.