



The Organization

The Bronte Business Improvement Area (BIA) is a local board of the Town of Oakville representing 173 businesses within a specified 12-square-block district aimed at stimulating local business. Its small but mighty staff team is focused on promoting economic prosperity through marketing, beautification, advocacy, economic development and tourism promotion.

Specifically, it undertakes revitalization and maintenance efforts including improving and maintaining infrastructure to help make Bronte cleaner and safer; business recruitment & retention efforts, working with property owners to ensure available space is occupied and an optimum business and service mix is achieved; acting as a voice for the Bronte business community and establishing key relationships with other community and Town partners; and marketing and promotion efforts to retain and expand its visitor and customer base through activities including digital media, email campaigns, and programming.

Position Summary

The Coordinator is a Jack/Jill of all trades responsible for providing support to the association's interface with the public, members, stakeholders and local government by collaborating with the Executive Director in the following areas: 1) member engagement 2) communications & marketing 3) administration and 4) beautification. The position operates on site in an office setting with all COVID health and safety protocols in place along with hybrid work options as needed.

Specific Responsibilities:

Membership Engagement:

As part of the Member Engagement Strategy,

- *Database:* Maintain membership database (tenants & property owners); track vacancies, new store openings/closings; retail mix
- *Members:* Serve as the primary point of contact for businesses; onboard new businesses
- *Engagement:* Implement the annual membership engagement workplan
- *Member communications:* Maintain regular communication with new and existing businesses; respond to member inquiries; coordinate membership communications
- *Events:* Co-ordinate BIA member events: business mixers, Annual General Meeting, etc.
- Coordinate other membership-related projects and activities as assigned

Communications & Marketing:

As part of the Marketing/Communications Strategy,

- *Website:* Maintain and update the BIA website, including member directory, blog, and events
- *Social media:* Coordinate day-to-day social media content updates and channels as well as social media platform management
- *Marketing content creation:* Support the creation of marketing content, including copy writing and editing, photography and videography, design
- *Communications:* Support all external and internal communication efforts, including email campaigns, website updates, newsletters, social media and other channels
- *Event Sponsorship:* Support partnerships with third-party event hosts sponsored by the BIA
- Coordinate other communications- and marketing-related projects and activities as assigned

Administration:

As part of the Effective Organization Strategy,

- *Member Communications:* Create and maintain member database communication processes
- *Reception:* Respond to telephone, email and in-person as part of reception duties as required
- *Office supplies:* Maintain office supplies, purchase requisitions and work orders; process incoming and outgoing mail
- *Office maintenance:* Maintain the cleanliness, safety and general upkeep of the office site
- *Correspondence:* prepare correspondence, meeting minutes, reports, letters as directed
- *Meetings:* Arrange meetings and appointments for the Executive Director and Board of Directors as needed
- *Corporate records:* Maintain records for the Bronte BIA including BIA committee minutes, registry of directors, and monthly updates for the BIA membership database, website directory, media database, sponsorship database
- Coordinate other administration-related activities as assigned

Beautification & Public Realm

As part of the Beautification & Public Realm Strategy,

- *Eyes & Ears:* Conduct daily/weekly/monthly in-person inspections of public spaces and alert relevant stakeholders to respond to issues as needed
- *Banners, lighting, plants:* Coordinate hanging flower baskets, planters, banners, flags and decorative lighting installations and maintenance with external suppliers and Town
- *Garbage:* Coordinate garbage can installation and maintenance with Town/Region and perform light cleaning of public spaces on a regular basis

- *Other amenities:* Coordinate installation and necessary maintenance of other amenities like benches, signage with external suppliers
- *Tracking/usage:* Coordinate and analyze pedestrian counts, amenity and public space usage and other data as needed
- Coordinate other beautification and public realm-related activities as assigned

Education/Experience

- A Bachelor's Degree in Marketing, Communications, Business or related field with at least two (2) years non-profit or for-profit communications/event or marketing/PR experience
- Understanding of and experience working with a Board of Directors
- Familiarity with Bronte and neighbouring districts
- Strong understanding of the Town of Oakville and/or Halton Region dynamics and policies a plus
- Advanced knowledge of Microsoft Office 365 applications and other software programs, including Outlook, Word, Excel, Power Point, and Teams, social media platforms
- Ability to operate general office equipment such as computer, photocopier/scanner etc.

Special Requirements

- Detail oriented, strong analytic and critical thinking skills
- Excellent and highly developed written and verbal communication skills
- Strong organizational and time management skills
- Ability to work independently with limited direction and also collaboratively in a group setting
- Strong customer service and problem-solving skills
- Initiative and good judgement along with professional demeanor
- Ability to physically visit and interact with individual businesses and members onsite

Benefits

The BIA offers a comprehensive benefits plan, including health and dental. The position is eligible for two weeks' vacation along with ten paid holidays per year, in addition to days off between Christmas and New Years. Some evening and/or weekend work may be required but equivalent lieu time will be provided.

Salary

The salary is \$40,000 - \$45,000/year

Apply by December 13

Submit a cover letter and resume by December 13, 2021 to Maureen Healey, Executive Director, Bronte BIA, via info@brontevillage.net