



JOB POSTING

The Bronte Business Improvement Area (BIA) is seeking a permanent part-time **COMMUNICATIONS, EVENTS & MEMBERSHIP COORDINATOR**. Reporting to the Executive Director, this role offers an exciting opportunity to support the vibrancy and transformation of Bronte's commercial district through member engagement, community building, events, marketing, placemaking and beautification.

We welcome the interest of candidates with a passion for business and community, who are resourceful and collaborative – and want to be part of Bronte's transformation in the coming months and years.

POSITION: Communications, Events & Membership Coordinator

TYPE: Permanent Part-time

HOURS: 25 hours per week; occasional evening and weekend work required

PAY: \$23/hour

LOCATION: In office (2360 Lakeshore Rd W, Oakville), with flexibility to work from home

TO APPLY: Please forward a resume and cover letter to Kylie Wilson, Executive Director (info@brontevillage.net) by February 26, 2024

ABOUT THE BRONTE BIA

The Bronte BIA is a non-profit organization and a local board of the Town of Oakville representing 175+ businesses within a 12-square-block district. It is focused on promoting economic prosperity and quality of life in Bronte Village through marketing, beautification, advocacy, economic development and tourism promotion.

POSITION SUMMARY

The Communications, Events & Membership Coordinator is a Jack/Jill of all trades that will join a small (but mighty!) staff complement. You'll contribute to the success of the organization in four key ways:

1. **Communications**

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, videography, design, contesting and podcasting

Communications: Produce external and internal communication efforts, including email campaigns, website updates, newsletters, sponsorship materials, social media and other channels

Event Sponsorship: Help develop sponsorship materials and/or support partnerships with third-party event hosts sponsored by the BIA

Coordinate other communications and marketing-related projects and activities as assigned

2. **Events/Programs**

Member Events: Co-ordinate BIA member events, such as business mixers, Annual General Meeting, etc.

BIA-led Events: Take the lead in coordinating BIA events and programs (i.e. At Home in Bronte Muskoka Chair project, public art, Bronte Block Party, At Home in Bronte for the Holidays); implement events and programs within set budget parameters

Community Investment Program: Support the marketing and promotion of community partners that activate in Bronte (ie. Bronte Lake Notes, Oakville Public Library, CRAFT Live Afro Caribbean Waterfront Fete)

3. **Membership Engagement**

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; develop and lead membership programs and services

Member communications: Maintain regular communication with new and existing businesses; respond to member inquiries; coordinate membership communications (newsletters, online surveys)

4. Beautification

Eyes & Ears: Conduct weekly in-person inspections of public spaces and alert relevant stakeholders to respond to issues as needed

Placemaking: Support the placemaking activities in Bronte Market Square

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

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

KEY COMPETENCIES INCLUDE:

- University degree or college diploma in Marketing, Communications, Business or related field, with at least two (2) years communications/event or marketing/PR experience
- Familiarity with Bronte and neighbouring districts
- Strong event coordination skills
- Exceptional communication skills across all platforms, including print, website and social media
- A demonstrated self-starter
- A creative thinker
- Well-developed interpersonal skills with the ability to interact with a wide variety of stakeholders (local businesses and residents, BIA Board, sponsors, Town staff, community partners, etc.).
- Strong organizational and time management skills
- Ability to multi-task and manage competing priorities
- Ability to work independently with limited direction and also collaboratively in a team setting
- Strong customer service and problem-solving skills

- Ability to physically visit and interact with individual businesses and members onsite
- Advanced knowledge of Microsoft Office 365 applications and other software programs, including Outlook, Word, Excel, Power Point, and Teams, social media platforms (Instagram, Facebook, Canva)
- Ability to operate general office equipment such as computer, photocopier/scanner etc.

HOW TO APPLY:

Qualified candidates are invited to send their resume and cover letter to Kylie Wilson, Executive Director, Bronte BIA via info@brontevillage.net by midnight on February 26, 2024.

Please note that while the BIA appreciates the support of the Town of Oakville in promoting this position, this is not a Town of Oakville position. The successful candidate will be an employee of the Bronte BIA, reporting to the Executive Director and the Board of the Association.

We thank all applicants for taking the time to submit their resume and cover letter and advise that only those selected for an interview will be contacted. No phone calls please.