



Social Media and Member Engagement Coordinator

Position Type: Seasonal full-time, 14 weeks

Location: Remote work, required hours onsite when visiting members

Earliest Start Date: May 20, 2024

Compensation: \$19/hour, 35 hours/week

Application Deadline: Friday, May 10 at 4:00pm

ABOUT US

The [Dupont by the Castle Business Improvement Area \(BIA\)](http://www.dupontbythecastle.com) is dedicated to enhancing the economic vitality and cultural vibrancy of our neighborhood. Our official boundaries are Dupont Street between Avenue Road and Bathurst Street, north on Davenport Road to Dartnell Avenue and encompassing Casa Loma. We represent a diverse community of businesses and are committed to fostering a thriving local economy and enriching the quality of life for all who live, work, and visit our area. See more at www.dupontbythecastle.com.

OVERVIEW OF POSITION

We are seeking a dynamic and motivated individual to join our team as a Social Media and Member Engagement Coordinator. This role offers an exciting opportunity for a creative individual to gain hands-on experience in social media management, and community engagement within a vibrant business improvement area.

KEY RESPONSIBILITIES

Digital and Social Media

- Update and maintain BIA website and all social media channels.
- Develop and implement a comprehensive social media strategy to increase engagement, followership, and brand awareness across various platforms.
- Create and curate engaging content, including graphics, photos, videos, and written posts, to promote BIA events, initiatives, and member businesses and their activities.
- Monitor social media channels, respond to inquiries, comments, and messages in a timely and professional manner, and cultivate meaningful online interactions with our community.

Membership Engagement

- Assist in maintaining and updating the BIA membership database, ensuring accuracy and completeness of member information.
- Foster strong relationships with existing members through regular communication and engagement initiatives.
- Assist in the production and distribution of marketing materials, including posters, flyers, and digital signage, to promote BIA events and campaigns.

QUALIFICATIONS

- Post secondary education in marketing, communications, business, or a related field.
- Strong verbal and written communication skills, with a keen eye for detail and creativity.
- Proficiency in social media platforms and tools, including but not limited to Facebook, Instagram, Hootsuite, Mailchimp, and Canva.
- Experience using website building platform Wix.
- Excellent organizational and time management skills, with the ability to prioritize tasks effectively.
- A collaborative team player with a proactive and adaptable approach to work.
- Knowledge of the Dupont by the Castle BIA and the surrounding community is an asset.

This position is funded by the Canada Summer Jobs program. To be eligible, all applicants must be:

- Be between 15 and 30 years of age at the beginning of the employment period.
- Be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the *Immigration and Refugee Protection Act* for the duration of the employment, and
- Have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

HOW TO APPLY

Please submit your resume and a cover letter in PDF format to bia@dupontbythecastle.ca. The email should have the subject line: **Application for Social Media and Member Engagement Coordinator & YOUR NAME.**