

WE'RE HIRING! JOIN OUR TEAM TODAY!

Manager, York Eglinton BIA (Little Jamaica)

Are you passionate about marketing, event planning, urban development, and creating vibrant communities? Do you want to play a leading role in the growth and revitalization of Toronto's Little Jamaica? If so, we want to hear from you!

The **York Eglinton BIA** is seeking an enthusiastic and results-driven **Manager** to lead our efforts in enhancing the economic, cultural, and social vibrancy of the Little Jamaica neighbourhood. This is a unique opportunity to contribute to the community's growth and help shape the future of this dynamic area.

Position Overview:

Reporting to the Little Jamaica Board of Management through the Chair, the Manager will be a key player in developing and executing the BIA's strategic plan. The role involves coordinating governance activities, implementing community programs, advancing economic development, managing marketing initiatives, grant writing, supervising summer student and fostering strong relationships with stakeholders.

Key Responsibilities:

- **Governance & Strategic Leadership**
 - Organize Board meetings, set agendas, prepare minutes, and maintain effective governance processes.
 - Collaborate with the Board to develop and implement the BIA's strategic plan and manage the annual budget.
 - Coordinate the Annual General Meeting (AGM) and relevant networking events to ensure community engagement and transparency.
- **BIA Operations & Community Engagement**
 - Act as the primary contact for the BIA, managing member inquiries and fostering positive communication within the community.
 - Build and maintain strong relationships with stakeholders, including local businesses, residents, and city officials.
- **Public Relations & Communication**
 - Develop and implement effective public relations strategies to enhance the visibility and reputation of Little Jamaica.

- o Manage media relations, create compelling communication materials, and oversee public outreach efforts.
- **Marketing & Events Management**
 - o Collaborate with the Marketing and Events Committee to promote Little Jamaica through creative campaigns and signature events.
 - o Ensure all events are executed in compliance with city regulations and align with the BIA's mission and goals.
- **Streetscape & Public Realm Development**
 - o Work closely with the City of Toronto to support streetscape initiatives and submit annual capital cost share requests.
 - o Assist the Board and consulting team in developing a public realm strategy to enhance the aesthetic and functional aspects of the neighbourhood.

Qualifications:

- A University degree in Commerce, Urban Planning, Business Administration, Government Relations, or a related field.
- Minimum of 3 years of progressive management experience, ideally within business associations, non-profit, or municipal settings.
- Experience with Business Improvement Areas (BIAs) is highly desirable.
- Proven ability to lead and implement strategic initiatives, driving community engagement and economic development.
- Strong communication skills, both verbal and written, with the ability to engage diverse audiences.
- Excellent organizational, time-management, and project management skills.
- Proficiency in Microsoft Office, with experience in digital and traditional marketing techniques.

Why Join Us?

This part-time position offers a competitive salary range of **\$30,000 - \$32,000** (commensurate with experience), and the opportunity to make a real impact in one of Toronto's most vibrant and evolving communities. As the Manager of the York Eglinton BIA, you will be at the forefront of shaping the future of Little Jamaica, while collaborating with local businesses, residents, and stakeholders.

How to Apply:

Interested candidates are invited to submit their cover letter and resume by **December 30, 2024, at 5:00 PM** to diana@Yorkbia.com

No phone calls, please.

Join us in creating a thriving and inclusive Little Jamaica!