

## **JOB DESCRIPTION - SPECIAL EVENTS & SOCIAL MEDIA COORDINATOR**

**Reporting to:** Downtown Brampton BIA Executive Director

### **Specifically this position will fulfill the following:**

- Winter Taste Event
- Thursday Night Concert Series (June – August 2017)
- Classic Cars Celebration – July 2017
- A Taste of Downtown Brampton
- A Night in the Lane
- Annual Christmas Market & additional Holiday programming
- Social Media for Downtown Brampton

The role will support the direction of the Events & Promotions Committee, Marketing & Communications and the Food & Drink Committee through the direction of the Executive Director.

**Structure:** This is a part-time contract position and the ideal candidate will work at the Downtown Brampton BIA office three to four days a week (21 -28 hours.) A schedule of weekly check-ins will be arranged with the Executive Director to review work plan development as well as monthly staff meetings

### **Responsibilities:**

#### **Event Coordination:**

- Manages the coordination & implementation of the Downtown Brampton BIA Winter Taste Event, Thursday Night Concert Series, Classic Cars Celebration, A Taste of Downtown Brampton, Annual Christmas Market and assist with the Downtown Brampton 2017 Christmas programming.
- Develop Event Critical Path/Project Charters.
- Establish and review Event & Marketing Budgets as directed.
- Track progress of planning against established timelines.
- Ensure all necessary permits, forms and paperwork are completed.

#### **Social Media & Communications:**

- Social Media for the Downtown Brampton BIA which includes writing, posting and weekly schedules for the Downtown Brampton BIA with the Executive Director's approval.
- Layout of the Downtown Brampton BIA member e-News and Discover Downtown electronic newsletters. Content to be provided by the Executive Director and Administrative Assistant.
- Communications Plans for the above listed events.
- Update BIA Website (Events Page/Promotions Page)
- Collaborate with the Events and Promotions Committee and the Marketing and Communications Committee with respect to the Downtown Brampton BIA Marketing and Communication Program(s).
- In this role, the Downtown Brampton BIA ***Special Events and Social Media Coordinator*** will collaborate with the Administrative Assistant with regards to successful and targeted merchant engagement of each event program.

**Reporting Structure:**

This position reports directly to the Executive Director of the Downtown Brampton BIA.

**Skills Requirements:**

- Marketing & Event savvy;
- Extremely strong interpersonal and customer service skills;
- Strong understanding of social media platforms to include Facebook, Twitter, Instagram and other evolving channels as needed;
- Ability to work on the various media channels to promote the BIA and its event and marketing initiatives to include placemaking and events;
- Very strong computer skills, including: Word, Excel, Power Point, Access, Internet, Outlook;
- Must be a detail oriented person and a self-starter with exceptionally strong organizational skills;
- Must be able to work independently and as a member of a team;
- Must be able to take direction and execute on project management tasks; and
- Strong oral communication skills. Languages – English oral, reading and writing with additional working knowledge of other languages considered an asset.

**Education Requirements:**

- University and/or College Degree or an equivalent in Marketing, Event Planning, Communications or related field;
- Social media training;
- Preferred four years of relevant work experience; and
- Corporate and municipal/government experience is an asset

**Work Conditions:**

Office environment with regular hours of operation (8.30 am to 4.30 pm) with the understanding that the role requires after-hours commitments to include meetings, networking, event attendance, limited travel, meeting with suppliers, volunteers and other stakeholders.

Work hours shall be structured – in advance – to manage the duties within the 21-28 hours allocated weekly.

Physical abilities include light lifting, attending events (may include standing for extended periods and working different features), stairs and other similar demands.

**Hourly rate will be \$20.00 - \$22.00/hour**

**Interested candidates should apply by email to: [suzy.godefroy@brampton.ca](mailto:suzy.godefroy@brampton.ca)  
by January 18, 2017 at 5 p.m.**