



Downtown Brampton BIA

Downtown Brampton BIA Marketing & Communications Specialist Job Description & Expectations

Position type: Contract

Contract: January 1, 2020 - December 31, 2020

The Downtown Brampton BIA is looking for an enthusiastic marketing & communications specialist who is both creative and extremely organized. This role involves coordinating marketing and communications campaigns for downtown Brampton and all of the exciting events happening at the DBBIA. In addition to this, this person is savvy in digital marketing and has great finesse with social media campaigns, communications and interacting with a diverse group of business owners in the downtown core.

SPECIFIC AREAS OF FOCUS:

- A) Marketing Strategy
- B) Internal Communications - Membership Communications
- C) Marketing & Communications

SPECIFIC RESPONSIBILITIES:

- Supports the Executive Director and staff in executing the DBBIA's vision
- Excels at meeting weekly project deadlines
- Connecting, engaging and building relationships with the downtown business community to onboard them for a number of membership programs that the DBBIA coordinates including: Coffee Talks with the Executive Director, Business Mixers (Fall 2020 & Holiday 2020), Holiday Window Decorating Contest.
- Marketing and communications campaigns for 2020 include:
 - Valentine's Day – February 14, 2020
 - National Flag Day – February 15, 2020
 - Taste of Brampton - Winter 2020
 - Easter Egg Hunt - April 2020
 - Ladies Night Out – May 2020
 - PITL - July & August 23, 2020
 - Taste of Brampton - October 2020
 - Girls Night Out-September 2020
 - Holiday and Christmas in Downtown Brampton
- Coordinate editorial content, photography and overall production of Discover Downtown - Spring/Summer & Holiday 2020)
- Edit Downtown Brampton Member Newsletter – Winter, Spring & Fall 2020
- Edit Downtown Brampton Consumer e-News and Membership e-News
- Oversee website updates – events page, promotions and key marketing projects
- Key lead for the DBBIA's social media strategy

EXPECTATIONS:

21 hours a week

- Be at the BIA office 3 days a week (i.e. Tuesday, Wednesday & Thursdays)
- Drive the BIA Marketing Strategy
- Drive the BIA Communications Strategy
- Lead the DBBIA Marketing & Event Meetings with our event lead

KPI's:

- Membership Engagement Activity
- Marketing & Communication Reports
- Weekly Marketing & Communication Reports
- Review Agency Analytics, Mail Chimp & Google Analytics & other applications to assess marketing and communications success for the Downtown Brampton BIA

REQUIREMENTS:

- Post-Secondary Degree (Marketing, Business or Project Management preferred)
- 3-5 years experience in a similar position
- Ability to work some evenings and some weekends
- Great oral and written communication skills
- Experience with Microsoft Office (Word, Access, Outlook, PowerPoint and Excel)
- Marketing and design direction
- Experience in digital marketing and social media (Hootsuite, Instagram, Facebook, Twitter, LinkedIn, Mail Chimp, Asana, and Trello.
- Flexible and responsive to changing conditions/demands/hours
- Able to manage and track expenditures

Compensation and Duration:

Weekly commitment: 3 days a week

Contract: \$30 – 36,000 (to be negotiated)

The DBBIA is an equal opportunity employer and is committed to inclusive, barrier-free recruitment and selection processes and work environments.

Please advise of any accommodations needed to ensure your access to a fair and equitable process. Any information received relating to accommodation will be addressed confidentially.

Please forward your marketing proposal to the attention of Suzy Godefroy, Executive Director, DBBIA at suzy.godefroy@brampton.ca no later than 5pm on Wednesday December 11, 2019.