

JOB POSTING - SOCIAL MEDIA COORDINATOR

About Albion Islington Square BIA: Albion Islington Square Business Improvement Area is a unique shopping district, showcasing a mix of retail shops, including the highest concentration in Toronto of jewellers that specialize in 22 and 24 karat gold and diamond designer jewellery.

The area also boasts a wide range of clothing & textile shops, featuring traditional, casual and exquisite hand-embroidered apparel, salons, skin care and laser centres, food speciality shops, medical services, pharmacies, lawyers, accountants, mortgage specialists, and travel agencies.

Job Description

The Albion Islington Square BIA is seeking an energetic person who will work with all aspects of digital marketing including advertising, content generation, outreach, engagement, social media, online reputation management, web and social copywriting, and event support to help boost online traffic, social influence, and potential online sales. The successful candidate will be a self-starter and will be responsible for assisting with a range of community engagements, marketing, and communications for the AISBIA, understand the dynamics of this unique neighborhood, be able to work with minimal supervision and collaborate effectively with the Albion Islington BIA Coordinator and Consultant on overall visioning.

Requirements

- Knowledge in all aspects of the digital media landscape including, advertising, inbound/outbound marketing, tracking, analytics, and reporting.
- Critical thinking, strong decision making and ability to organize.
- Creative writing skills for web, newsletter and social media.
- Excellent interpersonal and time management skills.
- Strong communication skills both oral and written.
- Comfortable working independently and collaboratively with the AISBIA Coordinator.
- Basic photography and photo editing skills for web and social media use.
- Ability to create cohesive content with keeping in line with the Albion Islington aesthetic.
- Willingness to work flexible hours, including some evenings, weekends and special events as required by the AISBIA Coordinator / AISBIA Consultant / AIS Board
- Familiarity with the Albion Islington BIA neighbourhood and businesses is an asset.

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Tasks

Maintain AISBIA social media platforms, website, newsletter and online store.

- Manage all social media platforms (Instagram, Facebook, Twitter, LinkedIn).
- Planning, tracking, implementing and reporting on all social media projects.
- Respond to inquires on social media platforms and email.
- Develop, write and edit content for weekly newsletters
- Attend sub-committee meetings of the AISBIA as required.
- Assist in creating content for AISBIA branded events, meetings etc.
- Collection of all AISBIA content and sharing of events/news etc from businesses and associations.
- Creating Ad campaigns to help drive more business to the market.
- Support the creation of new AISBIA merchandise.
- Maintain communication and a positive relationships with BIA members and other associates of the BIA.
- Assist in improving public perception of BIA among business owners, employees and community members.
- Maximizing outreach by content from other venues and associations in the market and from the AISBIA website.
- Ensure pages are embedded with SEO tools (back linking to website, consistent tags etc)
- Provide additional support for additional task as requested by the Albion Islington BIA Coordinator.

Skills

- Social Media Management (Content Calendars, Paid Ads etc.).
- Excellent oral and written communication skills.
- Proficiency in Google Workspace.
- Graphic design knowledge (Canva or Adobe Illustrator).
- Experience working with Wix.
- Working knowledge of CRM systems is an asset.
- Google Adwords | Google Business | Gsuite | Facebook Business | Google Analytics | Tag Manager | Instagram | Twitter | Hootsuite | Microsoft Suite | Mac Suite | Adobe Creative Suite preferred.

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Details

Job Type: Full-Time Contract (ASAP - October)


Hours: 35 hours a week (must be available on some Weekends and special events)

Reports To: Albion Islington BIA Coordinator, Consultant & Board


Chair Location: In person @ 925 Albion Road, On Site Filming

Deadline to Apply: Wednesday May 24th

Please email your resume and cover letter to: info@albionislingtonsquare.ca

 (416) 743-3267

 info@albionislingtonsquare.ca

 925 Albion Road Unit 100