

# Business Improvement Area (BIA) Coordinator



## Position Synopsis and Purpose

Reporting directly to the Uptown Leamington Business Improvement Board of Management, the Coordinator is responsible for executing marketing plans, advertising, promotional events, organizing social events and providing administrative support to the Board of Management.



## Major Responsibilities

Description	
<ul style="list-style-type: none"><li>Attend all meetings and provide administrative support to the Board of Management, including the preparation of agendas, minutes, reports and correspondence.</li></ul>	Monthly + Special
<ul style="list-style-type: none"><li>Prepare the annual revenue and expense budget and ensure compliance with budget control procedures.</li></ul>	Annually
<ul style="list-style-type: none"><li>Maintain communications with members, community agencies, service clubs and organizations fostering a positive engagement with the Board of Management.</li></ul>	Daily
<ul style="list-style-type: none"><li>Manage and maintain the beautification program as directed to include flowers, holiday décor and other streetscape duties.</li></ul>	Daily / Weekly
<ul style="list-style-type: none"><li>Create, develop, implement and carryout promotions on behalf of the membership throughout the year as assigned.</li></ul>	Weekly / Monthly
<ul style="list-style-type: none"><li>Manage special projects and special events including planning, advertising and promoting and participating in all activities as directed.</li></ul>	Weekly / Monthly
<ul style="list-style-type: none"><li>Create, manage, and oversee all content for website all social media platforms to include welcomes, sharing content, promotions and public service posts.</li></ul>	Daily / Weekly

\*Note: All activities are expected to be performed in a safe manner, in accordance with the Occupational Health and Safety Act and its Regulations, along with relevant safety policies, procedures and programs. In addition, all necessary personal protective equipment must be used and maintained in good condition.



## Required Training

- Parliamentary procedure training and training in connection with the Board of Management's Procedural By-law and the requirements of the Municipal Act, 2001 offered by the Clerk of the Municipality of Leamington.

\*Attends training, workshops and seminars where appropriate and as required



## Minimum Qualifications

### Education (degree/diploma/certifications)

- Must have a successfully completed GED or equivalent certificate.

### Experience

- Preference will be given to candidates that have a minimum of 3 years of experience working in an office environment.

### Knowledge/Skill/Ability

- Strong organizational skills and ability to prioritize and complete tasks and assignments with minimum supervision and within specific time frames.
- Excellent oral and written communication skills with the ability to deal with the public and outside groups and agencies.
- Experience in the preparation of correspondence, reports, minutes and statistical data.
- Operating in a computerized office environment, the applicant must have Microsoft Office programs and Photoshop experience.
- Significant experience with different social media platforms (Facebook, Twitter, Instagram etc.) and maintaining a corporate website is required.
- Must have a valid Ontario Class 'G' licence and possess a reliable vehicle.



## Preferred Qualifications

### Education (degree/diploma/certifications)

### Experience

- Preference will be given to persons who have a minimum of 3 years of experience working in advertising and promotion; marketing or special events.

## Knowledge/Skill/Ability

- First Aid and CPR training will be considered an asset.



## Work Setting

### Contacts

Frequency Legend
<b>Constant</b> – every day for most of the day
<b>Frequent</b> – daily
<b>Regular</b> – weekly
<b>Occasional</b> – bi-weekly to monthly

Contact	Frequency	Nature of Interaction
Board of Management	Frequent	Reporting to and receiving direction from
Business Improvement Area members	Frequent	Engagement and responding to inquiries
Municipal Clerk and staff	Frequent	Communication with regard to meetings of the Board of Management and Members
Municipal Staff	Regular	Communication with regard to special events
Members of the public	Regular	Engagement and responding to inquiries
Community Partners	Regular	Engagement, communication with regard to special events and promotions
Service Providers	Occasional	Providing direction during special events and promotions

## Work Conditions/Physical/Mental Effort

Frequency Legend
<b>Constant</b> – every day for most of the day
<b>Frequent</b> – daily
<b>Regular</b> – weekly
<b>Occasional</b> – bi-weekly to monthly

### 1. Hours of Work

Normal (i.e. 8:30 am – 4:30 pm, Monday to Friday)	<input checked="" type="checkbox"/>
Evenings/Weekends	<input checked="" type="checkbox"/>
On-Call	<input type="checkbox"/>
Over-time (How often? Expand below)	<input type="checkbox"/>

**Examples:**

- early morning meetings
- evening meetings
- evening and weekend events

## 2. Work Environment

	Constant	Frequent	Regular	Occasional
Indoors	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoors	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Attend internal/external meetings	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Time spend travelling	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Frequency of interruptions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Interaction with irate/aggressive clients/customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



## Position Classification

<b>Position Title:</b> BIA Coordinator	<b>Reports to (Direct):</b> Uptown Leamington Business Improvement Area Board of Management
<b>Work Location:</b> Uptown Leamington BIA District / Private Internet Connection	
<b>Salary Range:</b> \$20-\$25/hour	<b>Hours per Week:</b> 20