

# Uptown Leamington Business Improvement Area (BIA) Coordinator



## Position Synopsis and Purpose

Reporting directly to the Uptown Leamington Business Improvement Board of Management, and working closely with the Municipality of Leamington, the Coordinator is responsible for preparing and executing an annual and monthly work plan, marketing plans, advertising, promotional events, organizing social events and Annual General Meeting 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, working closely with assistance of Municipal Administration, for preparation of Board and Committee agendas, minutes, reports and correspondence. Attend community partner or other meetings as directed.</li> </ul>	Monthly + Special
<ul style="list-style-type: none"> <li>Prepare the annual revenue and expense budget with the Bookkeeper and Treasurer. 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 positive engagement with the Board of Management and the Municipality. Monitor and answer emails.</li> </ul>	Daily
<ul style="list-style-type: none"> <li>Manage and maintain the beautification program as directed per the monthly &amp; annual workplan for flowers, holiday décor and other streetscape duties, developed with the assistance of the Municipality.</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 per the monthly &amp; annual workplan developed with assistance of the Municipality.</li> </ul>	Weekly / Monthly
<ul style="list-style-type: none"> <li>Manage special projects and special events including planning, advertising and promoting. Participate in all activities and meetings as directed and per the monthly &amp; annual work plan developed with assistance of the Municipality.</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 and any other training as required by the Municipality.

\*Attends conferences, 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, experience with Board & Municipal administration, and event experience.

### 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, outside groups and agencies, sustaining and curating long lasting relationships.
- Experience in the preparation of correspondence, reports, agendas, minutes and statistical data and emails working closely with Board and Municipal Administration.
- Operating in a computerized office environment, the applicant must be proficient in Microsoft Office programs and Photoshop/Canva, graphic experience.
- Significant experience with different social media platforms (Facebook, Twitter, Instagram etc.) and maintaining/overseeing a corporate website.
- Must have a valid Ontario Class 'G' licence and possess a reliable vehicle.



## Preferred Qualifications

### Education (degree/diploma/certifications)

2+ years as a program or events and or administrative assistant.

Post-secondary education in a relevant field is preferred or relevant experience of 5 years.

### 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 and administrative experience.

### Knowledge/Skill/Ability

- These items will be considered assets.  
First Aid and CPR training  
Knowledge of Uptown Leamington District, BIAs in other regions, tourism or event related experience, Board and or Municipal Administration.
- Excellent organizational computer skills  
Outgoing, friendly demeanor  
Exceptional Customer Service, Problem Solving, Innovative fresh ideas, Work independently



## 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/Municipal Administration	Regular	Reporting to and receiving direction from
Business Improvement Area members	Frequent	Engagement and responding to inquiries
Municipal Clerk and staff	Frequent	Communication & direction with regard to meetings of the Board of Management and Members
Municipal Staff	Regular	Communication & direction 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) Office Tuesday-Thursday 11-3 pm Visit Businesses 4 hrs per week – i.e. Monday - 2 hrs, Friday - 2 hrs – other hours may vary	<input checked="" type="checkbox"/>
Evenings/Weekends – Events/Sponsored Events – as required for promotions	<input checked="" type="checkbox"/>
On-Call -	<input type="checkbox"/>
Over-time - May occur with special events and promotions ie Mill St Market not to exceed budgeted annual payroll	<input type="checkbox"/>

### Examples:

<ul style="list-style-type: none"> <li>• early morning meetings</li> <li>• evening meetings</li> <li>• evening and weekend events</li> </ul>
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### • 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 spent travelling/walking	<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-\$30/hour commensurate with experience	<b>Hours per Week:</b> 20-25

Please send complete resume to [hr@leamingtonbia.com](mailto:hr@leamingtonbia.com) by 4 PM October 25, 2024.

Please note - only applicants chosen for interview will be contacted.