



Social Media + Digital Specialist

About Kensington Market

Cherished by Torontonians and visitors alike, Kensington is a thriving open-air marketplace, representing a richly multicultural and eccentric neighbourhood in the core of downtown Toronto. Our Kensington community is a colourful and eclectic mix of residential and commercial blocks, well known for its unique and independent spirit, vibrant murals, charismatic locals, Pedestrian Sunday events, and over 240 local and independent shops and businesses with specialty items from all over the globe.

Job Description

The Kensington Market BIA is seeking a candidate 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, understand the dynamics of this unique neighborhood, be able to work with minimal supervision and collaborate effectively with the Kensington Market Coordinator 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 and social media
- Excellent interpersonal and time management skills
- Strong communication skills both oral and written
- Comfortable working independently and collaboratively with the Kensington Market Coordinator
- Understanding of the Kensington Market neighbourhood dynamics
- Basic photo editing for web and social media use
- Ability to create cohesive content with keeping in line with the Kensington aesthetics

Tasks

- Responsible for maintaining all social media outlets
- Collection of all KMBIA content and sharing of events/news etc from businesses and associations
- Assist in creating content for KMBIA branded events, meetings etc.
- Creating Ad campaigns to help drive more business to the market
- Support the creation of new KMBIA merchandise
- 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 KMBIA website
- Ensure pages are embedded with SEO tools (backlinking to website, consistent tags etc)
- Provide additional support for additional task as requested by the Kensington Market coordinator

Skills

Google Adwords | Google Business | Gsuite | Facebook Business | Google Analytics | Tag Manager | Instagram | Twitter | Hootsuite (or similar) | Microsoft Suite | Mac Suite | Adobe Creative Suite preferred.

The position is a part-time independent contract without deductions and with a maximum of 10 hours a week at \$20/hour. Applications will be accepted on a rolling basis until September 30th 2019. We thank all applicants for their submissions, however only candidates selected for an interview will be contacted.

Please submit your resume and cover letter to Cassandra Alves at kensingtonmarketinfo@gmail.com. Applications will be accepted and reviewed on a rolling basis until December, 20th at 6pm