



Kensington Market BIA
160 Baldwin St - Toronto, Ontario, M5T
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JOB POSTING - SOCIAL MEDIA COORDINATOR

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 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 KMBIA, 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, newsletter and social media.
- Excellent interpersonal and time management skills.
- Strong communication skills both oral and written.
- Comfortable working independently and collaboratively with the KMBIA Coordinator.
- Basic photography and photo editing skills for web and social media use.
- Ability to create cohesive content with keeping in line with the Kensington aesthetic.
- Willingness to work flexible hours, including some evenings, weekends and special events as required by the KMBIA Coordinator / KMBIA board.
- Familiarity with the Kensington Market neighbourhood and businesses is an asset.

Tasks

Maintain KMBIA 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 monthly newsletters
- Attend sub-committee meetings of the KMBIA as required.
- Assist in creating content for KMBIA branded events, meetings etc.

- Collection of all KMBIA 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 KMBIA 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 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 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 Wordpress.
- 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.

Details

Job Type: Part-Time Contract

Hours: 40 hours a month (must be available on some Weekends and special events)

Compensation: \$1,000/monthly

Reports To: Kensington Market BIA Coordinator & KMBIA Marketing Sub-Committee Chair

Location: Hybrid - Some Hours in Office at at 160 Baldwin Street, Unit #10 (when needed)

Start Date: ASAP

Deadline to Apply:

To apply, please submit Cover Letter and CV to
Swareena Rajkhowa at info@kensingtonmarket.to

We thank all applicants for their submissions, however only candidates selected for an interview will be contacted via email.