



100 Regina Street South, Suite 160
Waterloo, ON N2J 4P9

519-885-1921 | www.uptownwaterloobia.com

UPTOWN WATERLOO BUSINESS IMPROVEMENT AREA

JOB DESCRIPTION: MARKETING & COMMUNICATIONS MANAGER

Reports To: Executive Director
Type: Permanent Full Time, Salaried, 40 hours per week
Salary: TBD

ORGANIZATION OVERVIEW:

Formed in 1972, the Uptown Waterloo Business Improvement Area (BIA) is a committee of the City of Waterloo's Council responsible for the organization, physical improvement and economic development of the Uptown business area. As an independent, non-profit organization, we are led by a volunteer Board of Directors comprised of business and property owners, persons voted in by rate-paying member(s) and member(s) of Waterloo Council.

JOB DESCRIPTION:

Reporting to the Executive Director, the Marketing & Communications Manager oversees all membership communication and public-facing marketing and promotion of Uptown Waterloo.

RESPONSIBILITIES:

- Coordinate all Uptown Waterloo advertising, including managing co-op advertising and opportunities for businesses
- Design print and digital ads, posters and other promotional materials
- Work with graphic designers to create designs and promotional materials
- Conceptualize new branding/marketing opportunities
- Spearhead new marketing strategies and create an annual marketing plan
- Manage the marketing budget
- Manage Uptown's social media channels and monitor social conversations while representing the Uptown Waterloo brand online with professionalism
- Update website to ensure information is current and relevant
- Collect monthly analytics for social media, media and website, using social media tracking tools and Google Analytics
- Create monthly e-newsletter and other regular email communications to membership
- Create regular public e-newsletters
- Coordinate professional photography for Uptown Waterloo promotional materials
- Manage Uptown Waterloo brand assets and maintain brand standards
- Lead and support the Marketing Committee and any other committee as determined by the Executive Director, attend committee meetings
- Support the execution of directives from the Marketing Committee
- Assist with membership engagement, membership programs and festivals and events where necessary
- Represent the BIA at community events

Performs other related duties as assigned by the Executive Director



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Education, Experience and Personal Characteristics

The Marketing & Communications Manager will be creative, detail-oriented and personable, as well as a passionate Uptown Waterloo champion with a clear understanding of the role of the Uptown Waterloo BIA. Our ideal candidate will have qualities that enhance the credibility, trust and good relations that the BIA has worked hard to develop and maintain since 1972.

WORKING HOURS AND CONDITIONS:

Staff members are expected to work during the hours that the office is open – 9:00 am to 5:00 pm, Monday to Friday. These hours can be flexible based on Executive Director approval. Hours may be irregular at busy times such as the run-up to an event launch. Staff may also be asked to attend events, conferences and networking events in the evenings or on the weekend. Lieu time may be accumulated for future use as approved by the Executive Director.

QUALIFICATIONS

- Minimum three years experience in the field of Marketing & Communications
- Ability to take personal initiative and work independently as a productive and supportive team member
- Demonstrated interpersonal skills through communicating and working effectively on a small team as well as with a variety of different audiences
- Strong organizational skills in planning and completing projects by agreed deadlines; high attention to detail and accuracy
- Ability to multi-task in a fast-paced environment with proven ability to manage a broad workload
- Strong communication skills, both oral and written
- Flexible approach to new tasks
- Volunteer management skills are an asset
- Experience managing social media, including Facebook, Twitter, Instagram and Hootsuite
- Demonstrated experience with Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- Demonstrated experience with online email marketing tools such as Mail Chimp, Survey Monkey etc.
- Demonstrated experience with website management, including Wordpress as well as customer relationship management systems
- Excellent working knowledge of Microsoft Office suite (Word, EXCEL, PowerPoint etc.)

To apply:

Send your cover letter and resume to Tracy Van Kalsbeek, Executive Director, Uptown Waterloo BIA at tracy.vankalsbeek@waterloo.ca by Monday, October 4, 2021 at 4:00 p.m.

We thank all applicants for their interest in this position. Only those selected for interviews will be contacted.