

Community Engagement Coordinator

Downtown Hamilton BIA



Position Type: Full-Time

Location: 20 Hughson St. S., Hamilton

Compensation: \$20.80/hour, 35 hours/week, eligible for benefits after a 3-month probationary period

Application Deadline: Friday, October 11, 2024, at 4:00 pm

About Us

The Downtown Hamilton Business Improvement Area (BIA) represents a group of property and business owners within a defined geographic area who work collectively to develop, promote, and protect the commercial viability of the area. The BIA enhances downtown vibrancy through events, beautification efforts, public art initiatives, and more. We are also a source of information for business members and advocate on their behalf.

Mission: The Downtown Hamilton Business Improvement Area provides value to our members through advocacy, beautification, promotion, development, and preservation of downtown Hamilton.

Vision: A vital and prosperous downtown that is the focal point of Hamilton.

Position Overview

The Community Engagement Coordinator plays a key role in fostering strong relationships with BIA members, managing communications, and supporting the vibrancy of downtown Hamilton. This position involves maintaining the BIA's membership database, creating and executing marketing strategies, and tracking streetscape issues to improve community infrastructure. The successful candidate will be organized, adaptable, skilled in social media, and passionate about enhancing the downtown Hamilton experience through active engagement and strategic initiatives.

Responsibilities and Duties

Membership Engagement

- Maintain the BIA membership database, ensuring the accuracy and completeness of member information.
- Foster strong relationships with the BIA membership through regular communication and engagement initiatives.
- Assist in the production and distribution of marketing and member engagement materials, including posters, flyers, and member surveys.
- Conduct an annual audit of commercial spaces within BIA member properties.

Social Media

- Develop and execute comprehensive marketing strategies to promote the BIA's events, initiatives, and member businesses.
- Create and curate engaging content (graphics, photos, videos, written posts) to promote BIA events, initiatives, and member business activities.
- Maintain the BIA website and all social media channels, tracking key performance indicators to evaluate engagement, inform strategy, and drive continuous improvement.
- Monitor social media channels, responding to inquiries, comments, and messages in a timely and professional manner.

Streetscape Monitoring

- Conduct regular audits of infrastructure within the BIA boundaries and report any identified issues for action.
- Track and document all reported streetscape and infrastructure issues, ensuring resolution, identifying trends, and addressing recurring challenges to improve efficiency.

Preferred Skills and Experience

- Post-secondary education in marketing, communications, business, or a related field, or equivalent experience.
- Proficiency in social media platforms and tools, including but not limited to Facebook, Instagram, X, and WordPress.
- Excellent organizational and time-management skills, with the ability to prioritize tasks effectively.

- Strong interpersonal skills with an outgoing personality, comfortable engaging with members and fostering positive relationships.
- Excellent verbal and written English communication skills.
- Highly responsible, adaptable, and self-motivated, with a resourceful and detail-oriented approach to tasks.
- Knowledge of the Downtown Hamilton BIA and the surrounding community is an asset.
- Must be able to work some evenings and weekends to fulfill role obligations, including infrastructure audits, content creation, and BIA/community event support.

How to Apply

Submit a cover letter and resume with the subject line "Community Engagement Coordinator + (Your Full Name)" to info@downtownhamilton.org no later than 4:00 pm on Friday, October 11, 2024.