



**EXECUTIVE DIRECTOR  
DOWNTOWN BRAMPTON BUSINESS IMPROVEMENT AREA  
JOB DESCRIPTION**

Job Title: Executive Director  
Reports to: Board of Directors  
Responsibility: Program and Support Staff

**POSITION SUMMARY**

The Downtown Brampton BIA is a non-profit organization that serves business interests within the downtown area of Brampton, one of Canada's most diverse cities. **The Executive Director** acts as the chief executive officer and reports to a four-person Executive Committee led by the Chair of the Board of Directors. The policies that govern the Downtown BIA are set by the Board of Directors, including eleven elected members representing property owners and tenants and two City Councilors within the defined Downtown Brampton BIA boundary.

**The Downtown BIA.** This is an exciting time for the organization and community, with new construction projects, an integrated downtown plan rollout, and new opportunities to transform and activate public and private spaces in the City's downtown. Boasting weekly performances at the Rose Theatre, year-round events, live music, and many shops and services, downtown Brampton is a great place to enjoy with family and friends.

170 owners are members of the Downtown Brampton BIA. These property owners pay annual assessments totaling \$393,000 to support the work of the Downtown Brampton BIA as described in the Downtown Brampton BIA 2022-2025 Strategic Plan. The budget is further augmented by funds raised from sources other than property assessments, for which the Executive Director is responsible.

See <https://downtownbramptonbia.ca/about-bia/> for more information.

**The Downtown Brampton BIA's mission** is to serve members and create a high-quality visitor experience by managing and activating public spaces, attracting new investment, and advocating for the downtown's future success.

The Executive Director is responsible for **conducting the daily business and operations of the Downtown Brampton BIA**, subject to direction that may be given by the Board of Directors. The Executive Director is responsible for assuring the delivery of the services and programs outlined in the Downtown Brampton BIA 2022-2025 Strategic Plan, meeting the Downtown Brampton BIA's financial objectives and providing guidance to the Board of Directors in formulating objectives and decisions of general policy, though the ultimate control remains with the Board of Directors.

The Executive Director **provides continuity and direction** for the Downtown Brampton BIA and plays both a lead and supportive role in representing the organization in its research and advocacy efforts.

The Executive Director is also responsible for **general administration and staff management**, including planning and program development and evaluation, budgeting and financial functions, member services, communications with members and providing staff support to the Board of Directors and the Downtown Brampton BIA's committees.

### **PRIMARY AREAS OF RESPONSIBILITY AND GENERAL DUTIES**

1. To work in partnership with the Board and through the support staff to **accomplish the Downtown Brampton BIA's mission, develop a new Strategic Plan in partnership with the Board**, serve as the principal resource to the Board and the primary advocate for the Downtown Brampton BIA
  - Assure that the Downtown Brampton BIA has a strategy, measurable objectives, and a relevant work plan to achieve its mission.
  - Provide leadership in developing programs and organizational plans with the Board of Directors.
  - Promote the active involvement of Board members, committees, Downtown Brampton BIA members and other volunteers in all areas of the Downtown Brampton BIA's work.
  - Seek out and secure sponsorship and grant opportunities to augment funding for the Downtown Brampton BIA.
  - Identify and develop partnerships to broaden the Downtown Brampton BIA's resources.
  - Monitor legislation, regulations and issues impacting the BIA, its Board of Management and its membership.
2. Develop and maintain **effective communications** with the Board, committees, and members to keep the members well informed of the Downtown Brampton BIA's progress and about matters affecting the area of interest to the membership
  - Maintain a working knowledge of significant developments and trends impacting the City of Brampton and the Downtown Brampton BIA's members.
  - Initiate, promote and facilitate regular business-to-business meetings and special member events as directed by the Board, including, amongst others, Annual General Meeting and Board elections, networking sessions, and social and similar events relevant to the members, in accordance with the direction and goals of the Board of Directors.
  - Inform members in a timely way about the Downtown Brampton BIA's activities to accomplish the Downtown Brampton BIA Strategic Plan programs.
  - Establish and maintain effective work relationships and cooperative arrangements with City agencies, elected officials, and other business organizations to help achieve the Downtown Brampton BIA's Strategic Plan
  - Represent the Downtown Brampton Business community and serve as a liaison to neighbouring and nearby communities (Mississauga, Georgetown, Caledon, Nobleton, Vaughan and Toronto)
  - Interact with and respond to the community members' questions and issues as required.
  - Support the Downtown Brampton BIA's Board and Executive Committee and support or assist with the Downtown Brampton BIA's Advisory Committees as follows:

- ▶ Board of Directors - monthly meetings
  - ▶ Executive Committee – monthly meetings
  - ▶ Beautification & Safety Committee – monthly meetings
  - ▶ Marketing & Events Committee - monthly meetings
  - ▶ Membership Engagement Committee – monthly meetings
  - ▶ Construction Mitigation Grant – monthly meetings
  - ▶ Special Projects (ad-hoc) Committees - As needed
3. Operate the Downtown Brampton BIA as an **effective business entity**, in compliance with the Strategic Plan, municipal, provincial and local regulations and ensure its **fiscal health**
- Maintain official records and documents to ensure compliance with provincial and municipal regulations.
  - With oversight from the City of Brampton’s Treasurer, the Executive Director will develop an annual budget with the Board of Directors approval to carry out the priority work of the Downtown Brampton BIA as outlined in the Strategic Plan and operate within the Downtown Brampton BIA's budget.
  - Oversee the successful completion of assignments of contracted vendors.
  - Help identify leaders to serve on the Board of Directors and its committees.
  - Help set the stage and plan for the organization’s growth as a part of the City’s 2040 Vision.
  - Manage the Corporate Bylaw(s) and related BIA Policies. Comply with the City of Brampton Bylaw 86-77 requirements, as amended.
4. Oversee the **administrative work** of the Downtown Brampton BIA's office, including:
- Work with the City’s Treasurer in the **Financial administration** of the budget, payment of invoices, oversight of the preparation of the annual business tax filing
  - Work with the Board and committee chairs to establish and notice **meeting agendas** and record the actions taken in the meeting notes.
  - Issue regular electronic communications to keep the Downtown Brampton BIA’s members informed about the Downtown Brampton BIA’s accomplishments and matters that affect the members.
  - Coordinate the Downtown Brampton BIA's **Annual General Meeting, Special Member Meeting, General Election Members Meeting and Fundraiser.**

#### **Reporting to City**

- Maintain positive relationships and effective communication with the City and its representatives.
- Prepare annual reports to the City as required, including but not limited to reporting on the following issues: beautification, repair and maintenance projects; marketing and advocacy services to its retail, restaurant, professional services, and property owner members; and the community

members; meeting defined membership objectives; meeting defined marketing objectives; and meeting defined outreach objectives.

5. Provide **Economic Development** initiatives.

- Prepare quarterly reports to be presented to the Board of Directors on economic statistics for future goal-setting and planning
- Develop, promote and protect the commercial viability of Downtown Brampton.
- Collaborate with the City of Brampton Economic Development Division to recruit new businesses and to market Downtown Brampton to attract and retain talented and skilled workers and entrepreneurs, minimize vacancy rates, and provide technical resource assistance.
- Perform market research and gather economic data.
- Prepare and present data and reports relevant to economic development.
- Develop, coordinate, and implement business growth, retention, and attraction for a stable, healthy business environment in Downtown Brampton.
- Monitor business growth.
- Maintain a comprehensive list of businesses by type and number of employees.
- Track incoming and outgoing businesses.
- Maintain a database of BIA businesses and landlords, including contact information.

6. **Sponsorships and Grants:** your primary responsibility will be to secure funds for the organization's programs and activities not funded by the levy.

- To do this, you will need to study and understand the history, structure, objectives, and financial needs of the Downtown Brampton BIA
- Be proactive in discovering new grant and sponsorship opportunities that can help grow the budget and better serve the membership.
- Maintain previous and current grants and draft grant proposals and supporting documents in a timely manner based on current funding requirements.
- Be responsible for responding to internal and external queries on drafted and submitted proposals and maintaining positive relationships with fund providers.
- Maintain records and submit reports related to grant opportunities and keep a steady incline in funding for the organization.

7. **Supervise and manage** full-time and part-time staff, development and maintenance of office systems and administrative procedures.

8. **Represent the Downtown Brampton BIA** on other business organizations and participate in their business meetings where the Downtown Brampton BIA's interests intersect with those of other groups such as:

- Monthly Meetings
- Downtown Brampton Construction Meetings - Weekly
- Ontario BIA Association (OBIAA)
- Brampton Board of Trade
- City of Brampton – Downtown Coordination Committee – Bi-Monthly Meetings
- City of Brampton – Economic Development Advisory Committee

### **Education and/or Experience**

- A graduate degree in Economic Development, Commerce, Urban Planning, Business, Government, Political Sciences, or Community Development from an accredited college or university.
- Progressive management experience either in an applicable business field, non-profit or municipal-focused organization
- Three years minimum experience working within either Public or Business Administration, Business Management, Urban Planning, Communications, and/or Community Development. Or ten years of managerial experience in the public or private sector as an Executive Director in a service industry related to BIA's or equivalent organization if the educational requirements is not met.
- Positive track record of shaping, implementing, and funding programs that serve the public benefit

### **Qualifications**

- Experience working with local government agencies and knowledge of the City of Brampton and its elected officials and local agency directors.
- Must have a broad understanding of board governance practices and requirements, and proficiency with Robert's Rule of Order is required.
- Strong leadership and interpersonal skills; ability to create and sustain strong collaborative working relationships with board members, Downtown Brampton BIA members, staff, and business colleagues, including City officials.
- Highly motivated self-starter who can work independently to participate in and foster a collegial team environment.
- Ability to prioritize and manage multiple projects simultaneously.
- Ability to lead, supervise and develop personnel.
- Charismatic ability to communicate and work well with others in a collegial office environment.
- Effective verbal and written communication, research, grant writing and related reporting skills
- Experience working with volunteers.
- Demonstrated management ability and a sincere commitment to the goals of the Downtown Brampton BIA and its members.
- Knowledge of small business entrepreneurship.

- Computer skills and proficiency in working with basic software programs e.g., MS Word, Excel, PowerPoint, SharePoint and other presentation applications, Internet and Outlook, Salesforce
- Public speaking experience and making presentations to public officials.
- Media experience and interviewing with reporters.
- Languages - English oral, reading and writing with additional working knowledge of other languages considered an asset.

### **COMPENSATION & BENEFITS**

The Downtown Brampton BIA offers a competitive salary of \$100,000-\$120,000/year, depending on experience and qualifications. The Downtown Brampton BIA offers a benefit package that includes health, dental and vision insurance (100% employer-paid for employee), vacation, sick, and holiday paid time off, and an employer-sponsored parking benefit.

### **WORK CONDITIONS**

Office environment with regular hours of operation (8:30 am to 4:30 pm) with the understanding that the role requires after-hours commitments to include networking, event attendance, limited travel, and meeting with suppliers, volunteers and other stakeholders. Working beyond a 35-hour week is expected, when needed, without additional compensation.

Physical abilities include light lifting, attending events (may include standing for extended periods and working different features), stairs and other similar demands.

### **TO APPLY**

To apply for this position, please email a cover letter and resume to [Carrie.Percival@brampton.ca](mailto:Carrie.Percival@brampton.ca). Please use the cover letter to explain your interest in this position and how you are uniquely qualified for the job. In addition, please include a statement or document providing your vision for Downtown Brampton. Applications without a cover letter and vision statement/document will not be considered.

*The Downtown Brampton BIA is an Equal Opportunity Employer. We are committed to inclusive, barrier-free recruitment and selection processes and work environments. If you require any accommodations at any point during the application and hiring process, please get in touch with Carrie Percival at [Carrie.Percival@brampton.ca](mailto:Carrie.Percival@brampton.ca) with your accommodation needs. Any information received relating to accommodation will be addressed confidentially.*