



JOB DESCRIPTION
Marketing & Content Creator
DOWNTOWN BRAMPTON BUSINESS IMPROVEMENT AREA

Job Title: Marketing & Content Creator
Reports to: Downtown Brampton BIA Executive Director
Position type: Full-Time, 35-hours per week
Salary: \$45,000/year plus benefits

Reporting directly to the Downtown Brampton BIA Executive Director, the Marketing & Content Creator will be responsible for producing engaging and informative content for the DBBIA. In this position, you will be expected to market, research, write, and edit various types of content, such as articles, blog posts, social media posts, and marketing materials. You should have a deep understanding of our target audience and be able to deliver content that resonates with them.

The Downtown Brampton Business Improvement Area (DBBIA) is a non-profit organization that serves the business interests within the downtown area of Brampton. It is a membership-based business association that aims to strengthen the culture and economy of Downtown Brampton. The DBBIA is guided by a volunteer board of directors and an active membership that promotes the commercial area as a vibrant business and shopping district with the goal of improving the quality of life for downtown businesses, residents, and visitors. All employees provide general office support as needed and understand that flexible hours are often necessary.

Are you passionate about promoting businesses in Downtown Brampton BIA? Do you have a talent for writing and storytelling? If yes, then we encourage you to apply for an exciting opportunity to be the face of promoting local businesses and championing small Main Street businesses in an evolving downtown. This is a great chance to make a difference and support the growth of local businesses in the area.

SPECIFIC RESPONSIBILITIES

- Supports the Executive Director and staff in executing the DBBIA's vision through marketing and social media.

Marketing and communications campaigns for:

- Seasonal Marketing & Event Campaigns: Winter, Spring, Summer, Fall, and Holiday. Prepare marketing campaigns, review creative briefs, and work with media partners to execute the campaign. Working closely with the Membership Services and Events Coordinator.
- Oversee the Shop to Win Campaigns with the DBBIA Marketing Committee.
- Downtown Brampton Interim Watermain and Sanitary Sewer Construction Marketing & Communications: 24/7. Develop a BIA MAR/COM Plan, BIA Resource Guide for Construction, and Construction Updates.
- Support the Downtown Brampton BIA Membership Services and Events Coordinator.
- Generate content for Downtown Brampton's weekly consumer e-News (3-4 times a month).
- Assist with content as needed for the DBBIA Membership e-News.

- Oversee website updates, re the DBBIA events page, blog news, promotions and key marketing projects (Please note that the implementation of automated forms for BIA promotions and business updates is currently in progress with the CRM & Marketing Team.)
- Key lead for the DBBIA's social media strategy.
- Direct DBBIA marketing co-op students with content updates, photography needs, video suggestions and schedules.

Content Creation:

- Work closely with the DBBIA Team to develop, create and produce videos for social media (Reels/TikTok/Instagram/IGTV etc.)
- Create and edit video content for multiple social media channels
- Assisting with department operations: client relations, asset tracking, production, etc.
- Support the creation of monthly reporting that will communicate the results of digital marketing efforts to the DBBIA Marketing & Board of Directors
- Work with our members to collect information for social media content
- Make updates to the DBBIA website -specifically event and business promotions.
- Create and publish engaging content for various platforms such as website, social media, blog, etc.
- Conduct research to stay up-to-date with industry trends and best practices.
- Collaborate with other teams to create content that aligns with the BIA's goals and brand identity.
- Develop and maintain an editorial calendar to ensure consistent content production and timely delivery.
- Optimize content for search engines and social media platforms to increase visibility and reach.
- Edit and proofread content for accuracy, grammar, and style.
- Stay up-to-date with digital marketing trends and technologies to continuously improve content creation skills.

KPI's for Marketing:

- Meeting the marketing goals as set out by the Marketing & Events Committee
- Monthly Marketing & Event Reports
- Review Agency Analytics, Mail Chimp & Google Analytics & other applications to assess marketing and communications success for the Downtown Brampton BIA

KPI's for Marketing & Content Coordinator position:

- Supports the Marketing Committee in executing the DBBIA's vision.
- Marketing & Content on all marketing campaign deadlines
- Marketing & Content Creator will prepare monthly marketing reports and present them to the Marketing Committee with detailed marketing metrics.
- Analyze content performance metrics such as views, engagement, and conversion rates to inform future content strategies.

EXPERIENCE AND SKILLS REQUIRED

- Bachelor's degree in Business, Journalism, Digital Marketing and or Communications or equivalent business experience

- Preferred two years of relevant work experience, and corporate and municipal/government experience is an asset
- Ability to create engaging and compelling content
- Proven experience as a content creator, copywriter, or similar role
- Experience in creating short videos (TikTok/Reels)
- Demonstrated social media marketing content creation & scheduling
- Experience in social media, website engagement and content management systems
- Graphic design knowledge is required knowledge of Adobe Creative Suite (Photoshop, InDesign and Illustrator)
- Proficiency in or ability to learn the various software programs used by the BIA, including MS Word, PowerPoint, Access, Word Press, Mailchimp, Eventbrite, Canva and Task
- Detail and results-oriented, deadline-driven, extremely organized
- Must be able to work effectively and independently in a very fast-paced, team-oriented environment.
- Proven capacity to work collaboratively as part of a team, with independent problem-solving abilities.
- Portfolio of published articles or other content
- Experience with social media platforms and content promotion
- Knowledge of industry trends and best practices
- A basic understanding of nonprofit business operations
- Languages – English oral, reading and writing with additional working knowledge of other languages considered an asset
- A valid driver's license with a good driving record is an asset
- Belief in and commitment to supporting and marketing local downtown businesses.

WORK SCHEDULE

Flexible - Daily reporting hours and days of the week vary according to the office's business needs.

WORK ENVIRONMENT

Office environment with regular hours of operation (9:00 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.

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

TO APPLY

To apply for this position, please email a cover letter and resume to 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. Applications without a cover letter 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 contact Carrie Percival at Carrie.Percival@brampton.ca with your accommodation needs. Any information received relating to accommodation will be addressed confidentially.