



JOB DESCRIPTION
MEMBERSHIP SERVICES & EVENTS COORDINATOR
DOWNTOWN BRAMPTON BUSINESS IMPROVEMENT AREA

Job Title: Membership Services & Events Coordinator
Reports to: Downtown Brampton BIA Executive Director
Full Time - 35-hours per week
Salary: \$60,000/year plus benefits

Reporting directly to the Downtown Brampton BIA Executive Director, the Membership Services & Events Coordinator is responsible for providing membership services and leading the operations and logistics for Downtown Brampton BIA events.

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.

The ideal candidate is passionate about growing Downtown Brampton BIA Businesses and expanding DBBIA membership programs and services. They will bring strong customer service, logistical, and technical skills to the organization - with a passion for supporting local businesses and championing small Main Street businesses in an evolving downtown area.

SPECIFIC RESPONSIBILITIES

Administration Support:

- Maintain a close working relationship with the Executive Director and board members.
- Attend monthly board meetings to provide updates and queries regarding marketing and promotional activations.
- Manage the DBBIA Membership volunteer program and general volunteers year-round, including any co-op students.

Events & Activations:

- Special Events: Coordination of the DBBIA Easter Egg Hunt, Party in the Lanes, Activate Downtown Brampton, Pedestrian Summer, Spooktacular Saturday & Holiday Activations and any other events or activations.
- Close working relationship with the City of Brampton Tourism, Economic Development, Downtown Revitalization and Events teams and coordinate with them on any events/activations they will host in the DBBIA boundaries.

- Attend all marketing and events meetings – and prepare meeting minutes, which are to be submitted to the board within 72 hours.
- Manage the operations and logistics required to deliver all Downtown Brampton BIA events successfully. This includes preparing funding applications and final reports as needed.
- Manage partnership solicitation/sponsorship fulfillment for DBBIA events.
- Responsible for updating and maintaining the DBBIA event database
- Create a yearly calendar of events to include all events, activations and engagements with the board.
- Create and execute a detailed marketing plan for events, activations, and engagements.
- Report on attendance numbers, trends, target achievements and areas for growth for each event and activation.
- Liaise with various community groups, suppliers and businesses to develop and/or enhance community relationships when planning and producing events.
- Ensure programming excellence by researching, designing and developing new events and enhancing existing events.
- Ensure compliance and adherence to DBBIA policies and procedures.
- Provide timely follow-up to customer service issues.
- Perform additional similar and related duties as assigned.

Membership Support & Engagement:

- Annual Membership Engagement & Activation Work Plan
- Co-ordination of the DBBIA Town Halls, Business Mixers, AGM, and assist with membership engagement at large
- Coordination of Membership Welcome Package & Membership Booklet
- Identifying and onboarding new members and soliciting affiliate members.
- Membership Relations
- Responsible for updating and maintaining the membership database, including the online directory.
- Membership Communications: DBBIA Membership e-News, emails etc., including the coordination of mailing/distribution of the DBBIA quarterly newsletter
- Manage all internal and external communications: newsletters and marketing materials with graphic design projects for events and support the marketing/social media specialist on all online communications.
- Creation of articles for BIA Membership Engagement e-News & member surveys
- Assist with membership deliveries.
- Coordinating with the marketing/social media specialist to update the website directory of new businesses in the DBBIA.
- Responsible for answering membership-related questions and general BIA inquiries.
- Assist with daily administrative duties, as required.
- Provide support to relevant committees and working groups as required.

EXPERIENCE AND SKILLS REQUIRED

- Bachelor's degree in accounting or business administration, legal administration, business, marketing, communications or equivalent business experience

- Preferred two years of relevant work experience, and corporate and municipal/government experience is an asset
- Excellent written and spoken communication, ensuring consistency with the overall value proposition, tone, and brand is essential.
- Graphic design knowledge is required
- Event management experience is an asset in this role, which will be operations-heavy when DBBIA events are executed.
- Ability to plan and work on several projects simultaneously and meet objectives/deadlines in a fast-paced environment where quick turnaround times are crucial and attention to detail a must.
- Proven capacity to work collaboratively as part of a team, with independent problem-solving abilities.
- A basic understanding of nonprofit business operations
- 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
- Friendly and customer service oriented
- Must be able to take direction and execute project management tasks
- 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 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.