



Organization: Riverside Business Improvement Area (BIA) (*Virtual office and onsite duties as scheduled*)

Company Biography: The Riverside Business Improvement Area (BIA) is a vibrant not-for-profit association of local business people and property owners who work in partnership with the City to enhance their business district. Riverside, one of Toronto's first BIAs, is dynamic and active with marketing (e.g. promotions, social media), streetscape improvements (e.g. graffiti removal, murals, beautification), partnerships and planning. Our service area spans 10 vibrant blocks along Queen Street East (Davies to Empire).

Website: riverside-to.com, Instagram: [@riverside_bia](https://www.instagram.com/riverside_bia), Facebook: [@Riverside Neighbourhood](https://www.facebook.com/RiversideNeighbourhood), Twitter: [@RiversideBIA](https://twitter.com/RiversideBIA)

Position Title: Marketing Assistant

Duties:

- Research, draft and write custom content for the Riverside BIA
- Write and create a schedule for daily social media posts and content
- Create strategies to increase social media following and website traffic
- Assist with promotion development & outreach, research and reporting
- Represent BIA at multi-stakeholder meetings (virtual)
- Assist with BIA projects
- Provide on-site support during Riverside Common events
- Work collaboratively with BIA businesses to market and promote the area
- Assist the Executive Director with other administrative and operational duties.

Preferred Knowledge/Skills:

- Strong communication skills
- Excellent organizational skills, time management, detail-oriented
- Ability to work in a team environment as well as independently
- Strong understanding & experience leveraging social media platforms (Instagram, Twitter, Facebook)
- Comfort to outreach to businesses and community (phone, email and door-to-door, in person)
- Proficiency in Word, PPT and basic knowledge of Excel
- Basic understanding of public relations/marketing practices and strategies
- Event planning experience and interest/experience in project management
- Graphic design and video editing skills are an asset

What's In It For You:

You will have the opportunity to apply your marketing, creative, writing and communication skills on many projects and programs. You will also at times communicate directly with our businesses and other stakeholders. We have a culture open to innovation and initiative, if you pitch a great idea, you can take the lead in making it happen. We will provide you with challenging opportunities to learn the many aspects of our business and provide hands-on experience.

Specifics of the Job: Candidates must be between the ages of 18 and 30 years of age.

Welcome to

Riverside

#RiversideTO

Start Date: May 1st or ASAP, 30 hrs per week (flexible work hours), \$18/hr, Term of employment: 9 weeks.

To Apply: Pls email Letter of Interest and Resume, along with two samples of your social media writing (short blog, social posts) to office@riverside-to.com. We thank all candidates, however only selected candidates will be contacted for interview.