

## Marketing Coordinator Elmira BIA Job Posting

October 21, 2024

The Downtown Elmira Business Improvement Area (BIA) is currently accepting applications for a part-time Marketing Coordinator to manage various marketing initiatives, event promotions, and website maintenance.

The BIA is a group of volunteer businesses and property owners with a collective goal to beautify the Downtown Elmira area. We are passionate and enthusiastic about connecting with the community and maintaining a positive, bright, and welcoming place to visit, shop, and spend time.

**Hours of Work:** On an as needed basis, based on project work, with a minimum of five (5) hours/month

**Salary Range:** \$24.00 - \$28.00 per hour

### We have:

- A supportive, team-based approach with an open mind for new ideas and methodologies as Elmira grows

### We are seeking a bright, energetic, and knowledgeable Marketing Coordinator to:

- Organize and promote marketing campaigns for key events including, but not limited to:
  - Bandstand Market
  - Moonlight Madness
  - Downtown Art Exhibit
  - Observer ads and articles
- Maintain and update the BIA Elmira website
- Develop and execute communication plans
- Attend monthly board meetings
- Other duties as assigned

### You would stand out if you have/are:

- A strong familiarity with Elmira's history and culture and/or live within Elmira
- Proficient in Wordpress
- Proficient in creating visually compelling social media posts, print materials, and promotional items
- Proficient in collecting, summarizing, and presenting website and social media analytics
- Proficient in Google Suite
- Self-motivated with the ability to work independently
- Strong problem-solving skills, and are proactive with a can-do attitude
- A person who thrives when challenged
- Someone with discretion, tact, diplomacy and attention to detail

Work from home opportunities, with flexible working hours, may be available upon approval. Ability to attend in-person meetings, including evening meetings, a must. Travel may be required for site visits to Downtown Elmira, so a valid Class G driver's license, insurance, and reliable vehicle is required.

### If interested you could:

Submit a cover letter and resume, via email, to [hr@woolwich.ca](mailto:hr@woolwich.ca) prior to **4:00 pm, Tuesday, November 5, 2024. Please quote job posting 2024-BIA.**

All applicants are thanked for their interest in these positions, however, only those selected for an interview will be contacted.