

Marketing and Communications Manager

Digital Main Street is a program developed in partnership by the City of Toronto and the Toronto Association of Business Improvement Areas (TABIA). Digital Main Street supports the growth of main street businesses by making the adoption of digital tools and technologies easy. The program is built around an online learning platform, structured training programs and the Digital Service Squad, a team of street-level team members who help main street businesses grow their operations through technology. Digital Main Street has been profiled in the media recently by The Globe and Mail, the Toronto Star, BetaKit, Retail Insider, Profit Guide and Notable.

We are currently seeking an ambitious and creative Marketing and Communications Manager to aid in the growth and awareness of the Digital Main Street Program. The position will be reporting to the Digital Main Street Managing Lead. This position is to support all Ontario programming. It is a unique opportunity to impact multiple areas of the organization. It will include leading and implementing digital and traditional marketing strategies, including website, newsletters, social media campaigns, communications, and content development. This is an exciting opportunity to join one of Canada's most innovative economic development programs supporting small businesses with digital adoption across Ontario.

The Marketing and Communications Manager is a full-time (35 hours per week), one year contract with potential for extension.

Responsibilities

Program Marketing, Communications, and Content Development:

- Develops a comprehensive Marketing & Communications strategy focused on reaching and exceeding program targets
- Creates strategies and tactics to increase Digital Main Street's brand awareness and profile
- Lead and implement marketing plans, branding and strategy for Digital Main Street programs, drive ongoing engagement from partners, and improve existing initiatives
- Ensures consistency of brand messaging across all communication platforms
- Serves as the key advisor on communications issues, including media relations, public relations, crisis management, as well as new marketing and communications trends
- Works closely with management team to provide strategic advice and help incorporate and integrate proper communications strategies to reach program goals
- Oversees and develops the production of all marketing and communications materials, including but not limited to social media channels, proposals, client impact reports, cases for support, e-newsletters, event collateral, website, e-communications, speech writing etc.
- Enhances Digital Main Street's digital strategy with a focus on delivering rich dynamic content to reach and inspire new audiences, cultivate relationships with partners, and build brand equity
- Support in the creation of localized training assets and communications

- Set marketing initiative KPI's, then report on and monitor success of marketing activities and measure ROI (Return on Investment)
- Maintain up-to-date knowledge of the competitive landscape, industry trends and the 'small business voice', and ensure this is reflected as appropriate in the content strategy, in alignment with the organization's overall business objectives
- Perform other job-related duties as required

Relationship Management and Partner Engagement:

- Partner Engagement: Consistently engage with Digital Main Street's partners to market the program and their offerings.
- Municipal Engagement: Consistently engage with municipalities to market the program to their businesses.
- Explore new avenues to grow the Digital Main Street program

Qualifications

- A degree or diploma in Marketing, Communications, Advertising, or Business Management, or an equivalent blend of education and business-related experience
- Minimum of 3-4 years of experience of progressive communications and marketing roles
- Experience in implementing strategic traditional and digital marketing plans
- Experience with working in a professional environment and managing stakeholders and relationships
- Excellent communication skills, including effective listening and the ability to communicate clearly both verbally and in writing
- Superior interpersonal and collaboration skills – able to engage and interact effectively with all levels of the organization and key stakeholders
- Possess excellent organizational and time management skills
- Previous experience working with small businesses and/or BIAs (Business Improvement Areas) is considered an asset
- Excellent understanding of digital marketing, online campaign management and social media platforms
- Experience organizing and facilitating virtual and in-person events considered an asset.
- Creativity, originality, and strong visual sense
- Knowledge of and experience with paid ad campaigns (Google AdWords, Facebook advertising, YouTube ads, email marketing) and creating landing page for opt-in
- Ability to work in French is considered an asset, as well as additional languages

Other requirements:



- The Marketing and Communications Manager will be working in a hybrid environment with DMS (Digital Main Street) colleagues and partners and must be based in Ontario.

What We Can Offer You:

- Competitive remuneration in-line with industry standards
- Shape the Community: Be a part of a young, talented, driven, and fun team working hard to make a difference within the small business community.

Digital Main Street is an inclusive employer. We encourage applications from all qualified candidates and will accommodate applicants' needs under the respective provincial human rights codes throughout all stages of the recruitment and selection process. We thank all applicants in advance for their interest; however, only qualified candidates will be contacted for an interview.

Please email careers@digitalmainstreet.ca with your resume and cover letter and include "**Marketing and Communications Manager**" in the subject line.