

Marketing and Communications Manager

Digital Main Street is a program developed in partnership by the Toronto Association of Business Improvement Areas (TABIA) and the City of Toronto. 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 seeking a Marketing and Communications Manager to lead marketing, communications, and content across Digital Main Street programs. This role is responsible for driving awareness, partner engagement, and program uptake.

This role reports to the Manager, Operations and works closely with the entire DMS team including, Program Managers and leadership across Digital Main Street and TABIA.

This is a full-time, 35 hours per week, one-year contract.

Responsibilities

Campaigns and Marketing Execution

- Plan and execute multi-channel marketing campaigns across web, email, and social
- Manage campaign calendars and ensure projects are delivered on time
- Develop and track KPIs, report on performance, and measure ROI
- Support paid and organic campaign execution

Content and Communications

- Create marketing assets including one-pagers, decks, blogs, case studies, and email campaigns
- Manage newsletters and ongoing communications
- Maintain and update website content
- Ensure consistent branding and messaging across all channels

Program and Partner Support

- Support program teams with marketing materials and campaign execution
- Coordinate success stories, case studies, and event materials
- Act as the primary point of contact for day-to-day marketing needs
- Monitor industry trends and adapt content strategy

Other job-related duties as required

Qualifications

Core Experience

- A degree or diploma in Marketing, Communications, Advertising, or Business Management, or an equivalent blend of education and business-related experience
- 3 to 5 years of experience in marketing or communications
- Experience managing multi-channel campaigns across email, social, and web
- Experience working with CRM systems, Zoho preferred

Technical Skills

- Experience with Canva and Adobe Creative Suite
- Experience managing website content and backend systems
- Experience with email marketing platforms and newsletter management

Execution and Operations

- Strong project management and organizational skills
- Ability to manage multiple campaigns and deadlines
- Experience tracking and reporting on campaign performance

Additional Assets

- Experience working with small businesses, BIAs, or economic development organizations
- Experience organizing virtual or in-person events
- Ability to work in French or additional languages

Other requirements:

- The Marketing and Communications Manager will be working remotely with DMS 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 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. Applications will be reviewed as they are received, and interviews will be set up accordingly. 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 Manager" in the subject line.