



Media & Marketing Officer

The Media and Marketing Officer (MMO) is a keystone team member of the Belleville Downtown District Business Improvement Area (BIA). The BIA organization is a dynamic community made up of downtown Belleville property and business owners, office staff, interns and volunteers. You will work closely with the Executive Director, Board of Directors and Executive Committee to execute key elements of the organization's strategic plan. This plan is designed to continue to revitalize and energize the Belleville Downtown District, support its membership community, and position the downtown core as a tourist destination for both locals and tourists.

You are a community-minded, results-oriented individual that will assist in leading the BIA into a recovery phase after the COVID-19 pandemic. You are an enthusiastic champion of the "Support Local" movement, empowering and encouraging members, collaborators, residents and visitors to become engaged active members of the community as a whole. The MMO not only understands but also is passionate about the BIA's mission and vision. You are able to build collaborative partnerships, seek out-of-the-box solutions and pivot direction when needed.

The MMO would oversee and participate in creating a successful communications strategy and roster of events for multiple audiences, including but not limited to members, potential members, Board of Directors, key stakeholders, collaborators, media and visitors to the area.

Organizational Dimensions

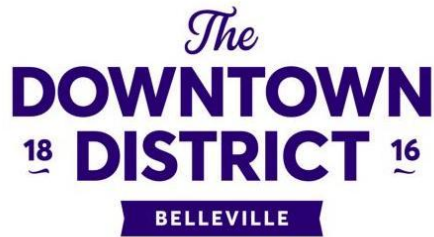
Full-time, Permanent Position

Reports to: Executive Director

Number of Staff: 2+ (often temporary summer students and grant-funded additional program coordinators)

BIA Members: Approx. 200

Hours: Weekdays 8:30am – 5pm plus some evenings and weekends as required



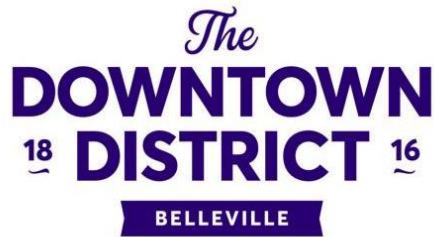
Job Description – Key Accountabilities:

Stakeholder and Public Relations and Communications:

- In conjunction with the Board Chair and Executive Director, build and cultivate relationships and synergies with all stakeholders including: BIA members, City of Belleville, members of the federal, provincial and municipal governments including tourism, the OBIAA, other BIA's, the media, local business leaders, suppliers, the business community and other stakeholders, such as volunteers and partners of BIA.
- Onboarding new members by scheduling ribbon cutting, writing a press release and a feature post or blog
- Foster and maintain positive, engaging relationships within the BIA, its members, volunteers, suppliers, key stakeholders and collaborative partners
- Ongoing communications to members and visitors through frequent digital newsletters, social media and other communication channels
- Engage media influencers (print, digital, video, TV) locally and outside of the Quinte Region to actively promote the downtown core of Belleville as a destination of choice.

Marketing/Communications:

- Management and accountability of annual marketing budget
- Use of key marketing performance metrics and tracking tools in order to translate results into actionable insights for the board of directors
- Assist with the growth of existing downtown businesses as needed, identifying opportunities to equip, market and promote them
- Lead the design and development of innovative marketing and promotional campaigns with the support of materials, strategies and techniques to encourage participation and the involvement of members, visitors and various stakeholders.
- Provide consistent branding to ensure professional presentation of written documentation, advertising, and other promotional/marketing materials.
- Development and implementation of a communication plan, including a content calendar will be a key part of your success. This includes social media channels, e-blasts, and other means of communication
- Support communications that promote and enhance the image of downtown Belleville to our members, collaborators and visitors.
- Identify optimal communication tactics to ensure target audiences are engaged.
- Maintaining the brand standards across all communication (print, digital, audio, etc.)



- Develop, implement and maintain paid social media advertising campaigns in various digital media channels including but not limited to Google Ads, Facebook, Instagram, Linked In and digital display ads

Event Planning and Coordination:

- Planning and coordination of key events with the Executive Director and other staff
- Development and design of the overall event campaign including collateral, print, digital, audio, out of home, social media, press releases and more.
- Liaise with vendors, exhibitors, and stakeholders during the event planning process to ensure everything is in order.
- Manage and participate in all event set-up, tear down, and follow-up processes
- Maintain marketing event budget
- Assist with booking venues, entertainers, photographers
- Follow up and assess an event's overall success by evaluating analytics and other relevant KPIs
- Create and distribute event listing pages on social media websites
- Coordination and oversight of volunteers

Key Skills Required:

- Advanced event planning, organizational and project management skills.
- Solid grasp of both traditional and digital marketing and communication strategies.
- Use of Creative Suite (InDesign, Illustrator, Photoshop)
- Comfortable in Google Suite, Mac and PC environments
- Strong photography skills and working knowledge of videography skills
- Excellent content writing skills particularly marketing related, ie. press releases, blog posts, social media, member and internal communication
- Digital campaign set up and management (Facebook, Instagram, Google, LinkedIn, etc.)
- Active listening and ability to facilitate and foster ongoing professional relationships

Things to consider:

- High level of physical activity (walking, lifting, setup and takedown of events)
- High level of face-to-face communication
- Ability to multitask and follow through with overlapping projects and priorities



- Ability to interact positively with multiple personality types in a professional manner
- Positive outlook and ability to navigate potentially negative conversations
- Ability to work occasional weekends, evenings and holidays
- Awareness and familiarity with events and activities in surrounding localities

Please submit your cover letter and resume on [Indeed](#). Deadline to apply is 4:30PM EST on Friday, July 22.

Thank you for your interest in the position. Only candidates selected for interviews will be contacted.