

Marketing and Events Coordinator

Job Opportunity

Introduction

The Heights Merchants Association BIA serves approximately 530 members (both business or property owners) along Hastings Street in the Heights community in north Burnaby.

As a non-profit association, the HMA has an outsized reach with a great number of projects and approaches, as well as community stakeholders. Responsibilities to deliver on our economic development mandate are shared among a small number of employees – and to some degree, among Board members as well, resulting in a very collaborative culture.

Those working at the HMA have an opportunity to contribute in a variety of ways, for a purpose that is essential to our members' livelihood, and to the community as a whole.

Roles and Responsibilities

This role can be deemed to have an approximately 55% Marketing and 35% Event blend, with approximately 10% in Member and Board Communications and supporting our society's administration of the same.

Marketing and Media

Contributes to the planning, creative production and execution of a variety of marketing and communications strategies and initiatives, using a wide variety of digital (current and emerging) and traditional/print media. Strategizes and conducts marketing to promote Burnaby Heights' community and member events (see Events, below). Maintains the Burnaby Heights website, and creates original content for the same. Develops ideas for small local businesses to augment their own marketing efforts (examples include Crave Neighbourhood Dining Spotlight, Green Business Spotlight, etc.). Maintains (images and copywriting) content for the Burnaby Heights social media accounts, using our community-centric, authentic tone and messaging. Designs marketing-support collateral, including merchandise/swag and window displays. Monitors Google analytics data and makes recommendations for improvements. Is a key and integral force in maintaining our brand and raising our district's awareness. Performs other duties related to marketing, publicity, social media, and community relations.

Events

Each year, the HMA hosts and leads approximately five regular public events. These include Hats Off Day, Hallowe'en, Deck the Heights, Lunar New Year, and Crave the Heights. At times, we also organize non-recurring events such as commemorative launches for new programs or achievements (Street Banner unveiling celebration, or Public Art unveiling, for example).

In addition, the HMA regularly supports local partners; events. These include, but are not limited to, the City of Burnaby's "Giro di Burnaby", and North Burnaby Neighbourhood House's "STRIDE Arts Fest".)

Coordinates multiple aspects of HMA events (community and member events) including Burnaby Heights' signature "Hats Off Day" parade and street festival for 50,000 people. This project is undertaken in collaboration with an extensive team of community members and City of Burnaby staff). Also responsible for the coordination, marketing and execution of smaller events as well, such as Lunar New Year lion dancers, Halloween on the Heights trick-or-treating, and so on. Supports fundraising efforts and keeping fundraising commitments with sponsors. Coordinates a small number of member events each year, including our Annual General Meeting (social and AGM), our Member Mixer, and similar projects. Contributes to new event ideas and is an integral part of the creation of new events.

Member and Stakeholder Relations

Member and stakeholder relations is at the heart of everything we do and overlaps with our Marketing and Event initiatives in nearly every way.

Maintains (including writing and design) member communications, including e-newsletters and occasionally printed ones. Maintains our database of HMA membership (which is also used on our website's Business Directory). Interacts with and serves our HMA members regarding marketing and event initiatives, and

trouble-shooting small matters. Assists with advocacy efforts as required, from time to time. Communicates and liaises with members on relevant matters. Coordinates direct mail-outs to membership, stakeholders, or to our public, as required (often event-related). Meets with merchants face to face to discuss marketing and events and to keep a pulse on local happenings so we can promote them to the public.

Office and Board Related

Administration responsibilities are conducted by all staff in this small organization.

Helps maintain office orderliness and supplies, together with the Executive Director. Coordinates committee or Board meetings from time to time. Takes committee or Board meeting minutes as needed. Maintains organizational records, particularly pertaining to events and marketing, including media files, photographic documentation (e.g. event photos) and event debriefs. Greets walk-in merchants and local shoppers if they have queries about finding things in the district and/or directs them to the appropriate party. Provides back-up support to the Executive Director on administrative matters and occasionally handles bank deposits or similar tasks. As is typical on a small team, assumes some of the Executive Director's duties when the Executive Director is ill or on vacation. (The Executive Director does the same for the Marketing and Events Coordinator.)

Qualifications

This position requires a degree or diploma in Communications, Marketing, Business, Interactive Arts & Technology, or similar, with at least two years work experience (one of which must be in a related field of work). The successful candidate will have strong English writing and good grammar with proofreading skills (copywriting skills are an asset). They will also have excellent interpersonal communication skills, and be visually intuitive with competent graphic design skills. Working knowledge of graphic design software such as Adobe Creative Suite (Illustrator, InDesign, Photoshop) is needed. In addition, the ability to use Google Analytics, WordPress, LATER or Hootsuite, and video editing software are strong assets.

In addition to these technical and creative skills, the right candidate will be highly organized, self-directed, able to work well independently and as part of a team. They will have good problem-solving skills, warmth, tact, and have a customer-oriented disposition. They will have demonstrated experience in conceptualizing and coordinating marketing initiatives. Knowledge of experiential marketing and/or placemaking methods is an asset. A sense of humour and a heart for building community are also important.

References will be required.

Compensation

This position compensates with a competitive salary and benefits package, including:

- Extended Health & Dental
- Employee Assistance Program (EAP)
- Life Insurance
- Annual Professional Development Training Allowance
- Conference Opportunities

The HMA offers a supportive, stimulating, and vibrant work environment complemented by a team of dedicated, hard-working volunteer Board of Directors.

Job Hours and Reporting Structure

This full-time, permanent position reports to the Executive Director of the Heights Merchants Association.

This salaried job entails a 37.5 hour work week. It is generally an on-site position, with mostly regular office hours, Monday through Friday, with a modest amount of evening and weekend work (approximately 1 or 2 evening shifts per month, depending on events or meetings, and approximately 6 to 8 weekend shifts per year).

The schedule also offers flexibility within the framework above, allowing occasional work-from-home and adjusted hours to accommodate life's demands.

This position reports to the Executive Director of the Heights Merchants Association. To apply, e-mail jobs@burnabyheights.com by Friday, Dec. 9, 2022.