



## JOB POSTING

### **Marketing & Social Media Coordinator Downtown Orillia Business Improvement Area (DOBIA) Full-Time | 30 Hours per Week for 25 Weeks**

The Downtown Orillia BIA is seeking a creative, energetic, and community-minded Marketing & Social Media Coordinator to help tell the story of Downtown Orillia.

Reporting to the Executive Director, this position will lead the planning, creation, and execution of the BIA's digital marketing and social media initiatives while supporting the promotion of downtown businesses, events, programs, and community partnerships.

The ideal candidate is a strong storyteller who enjoys creating engaging content, capturing photos and video, building relationships with local businesses, and finding innovative ways to showcase what makes Downtown Orillia a vibrant destination to shop, dine, explore, and connect.

### **Funding Eligibility Requirement**

Funding from the Youth Employment and Skills Strategy (YESS) Program will be utilized in the hiring of the successful candidate. As a condition of this funding, applicants must meet the eligibility requirements of the YESS Program prior to being hired.

Individuals interested in applying are encouraged to review the program eligibility criteria to ensure they qualify for participation. Additional information regarding the program can be provided upon request.

YESS program criteria includes the following:

- Currently between the ages of 15 and 30 (inclusive);
- Canadian citizen, permanent resident, or a protected person as defined by the *Immigration and Refugee Protection Act*;
- Legally entitled to work in Canada;
- Legally entitled to work according to the relevant provincial/territorial legislation and regulations;
- Resident of Orillia or surrounding township (Severn, Oro-Medonte, Ramara, Rama First Nation);
- Not enrolled in full-time school

## **Key Responsibilities**

### **Social Media & Content Creation**

- Manage and grow the BIA's social media platforms, including Facebook, Instagram, TikTok, LinkedIn, and emerging channels.
- Develop and maintain content calendars aligned with seasonal campaigns, events, business promotions, and community initiatives.
- Create engaging content including photos, videos, reels, stories, graphics, and written posts.
- Visit downtown businesses regularly to capture content and highlight business stories.
- Write compelling captions, blogs, newsletters, and promotional materials.
- Monitor social media trends and recommend new opportunities for engagement and growth.
- Respond to comments, messages, and online inquiries in a professional and timely manner.

### **Marketing & Campaign Development**

- Plan and execute marketing campaigns promoting Downtown Orillia, BIA programs, events, and member businesses.
- Develop digital and print promotional materials using Canva and other design platforms.
- Coordinate advertising campaigns across social media, digital, print, and community channels.
- Assist with media relations, press releases, and community communications.
- Support website updates and content management.

### **Photography, Video & Storytelling**

- Capture high-quality photography and video content throughout the downtown.
- Create and edit short-form videos for social media and promotional campaigns.
- Maintain a library of digital assets, including photos, videos, logos, and marketing materials.
- Ensure brand consistency across all communications and marketing initiatives.

### **Analytics & Reporting**

- Track and analyze social media performance and campaign results.
- Prepare regular reports highlighting engagement, reach, audience growth, and campaign outcomes.
- Use analytics to identify opportunities and improve future marketing efforts.

## **Administrative & Organizational Support**

- Assist with member communications, newsletters, and database management.
- Support event planning, coordination, and on-site event execution when required.
- Maintain organized records of marketing projects, content calendars, and promotional materials.
- Provide general administrative support to the BIA office as needed.
- Attend occasional evening or weekend events throughout the year.
- Maintain and regularly update the BIA's business directory to ensure listings remain accurate and current.
- Build and maintain a library of high-quality photography and business information by visiting member businesses, capturing updated images, and highlighting the unique products, services, and experiences available throughout Downtown Orillia.

## **Qualifications**

- Post-secondary education in Marketing, Communications, Public Relations, Digital Media, Business, or a related field/relevant industry experience.
- Experience managing social media platforms for an organization, business, or community group.
- Strong photography and videography skills, including content creation for social media.
- Excellent written and verbal communication skills.
- Experience using Canva, Meta Business Suite, and social media scheduling tools.
- Knowledge of Facebook, Instagram, TikTok, LinkedIn, and current social media trends.
- Strong organizational and time management skills with the ability to manage multiple projects simultaneously.
- Experience with website content management systems, email marketing platforms, and basic graphic design is considered an asset.
- A valid Ontario driver's licence is considered an asset.

## **What We're Looking For:**

### **We're looking for someone who is:**

- Creative and enthusiastic
- Comfortable approaching businesses and community members
- Self-motivated and able to work independently
- Detail-oriented and highly organized
- Possesses excellent communication and problem-solving skills
- Demonstrates strong time management skills and the ability to prioritize multiple responsibilities
- Passionate about community building and local business success
- Enthusiastic about spending time downtown, getting to know our businesses, and showcasing all that Downtown Orillia has to offer.

**How to Apply:**

Eligible candidates are invited to submit their resume and cover letter to:

Downtown Orillia BIA  
office@downtownorillia.ca

Applications will be accepted until July 6, 2026.

Only those selected for an interview will be contacted.