

Toronto Financial District BIA

Job Description, July 2018



Communications Manager

Organization Overview

The Toronto Financial District BIA (FDBIA) represents Canada's premier business centre, an area that includes Union Station, the PATH underground walkway. Canada's five major banks and most prominent firms. With a mandate to promote economic development in the area, the FDBIA's initiatives include developing and implementing a comprehensive public realm strategy for the Financial District, undertaking annual public realm improvements, showcasing the daily activity of our thriving businesses at **MyTOFD.com** and **@MyTOFD**, advocating for the needs of Financial District members and identifying collaborative opportunities that ensure the Financial District and PATH are well-maintained, integrated, connected and accessible.

Position Overview

As part of the FDBIA leadership team reporting to the Executive Director, the Communications Manager manages all aspects of internal and external communications required by the organization and participates in development of organizational priorities and policy activities of the FDBIA. This position monitors the FDBIA's image in the community and ensures that objectives and projects are communicated effectively in a single voice that is transparent to our membership and stakeholders.

Key aspects of the role include developing strategic communication goals and key messages, media relations, online presence including social media, and relationships with allied industry organizations and stakeholder groups. Directly manages an Online Engagement Specialist position.

Major Responsibilities

- Responsible for development and implementation of strategic communication goals in support of FDBIA objectives.
- Develops key messaging of the organization related to overall strategy as well as individual programs and policy positions.
- Manages the FDBIA's online presence and Online Engagement Specialist position, including social media campaigns, web development and content management.
- Maintains brand standards throughout all areas of FDBIA operations.
- Oversees the FDBIA's relationship with the media, including developing relationships with appropriate journalists and media outlets.
- Identifies and participates in collaborative policy opportunities with allied organizations.
- Manages engagement of ad hoc and on-going industry working groups, e.g. "Downtown Commercial Buildings Marketing Group."
- Manages FDBIA communications budget to plan and measurements.
- Prepares FDBIA documentation and reporting for staff, board of management, allied industry organizations and membership as required.

- Manages relationships with outside vendors as required for all communications and marketing purposes of the organization.

Qualifications

- Degree in organizational communications, marketing or journalism required.
- Five years of experience involving communications functions within a business environment.
- Proven social media excellence, including broad knowledge and ability, experience with scripted video content and targeted online promotion and able to meet objectives in a fluid social media environment.
- Exceptional skills in writing and graphical presentation of concepts, data and ideas.
- Experience managing a small, energetic and creative team and volunteer engagement experiences an asset.
- Demonstrated ability to work with a wide variety of individuals, including staff, media, public officials and senior business leaders.
- Flexible hours and locations required to meet business needs. Available to work Downtown Toronto, from home, or other locations as required to suit business needs.

Key Competencies

Strategic awareness

Reconciles all organizational goals, standards and transparency requirements with ongoing operations and communications.

Synthesis of information

Able to prepare information for a diverse group of audiences, including general public, media, elected officials, government departments, business owners and senior corporate representatives.

Brand commitment

Provides a consistent and thorough approach to all organizational communications.

Diplomatic engagement

Comfortable communicating in person and through documentation with all stakeholder groups, including business owners, tenant organizations, allied industry organizations, government departments, the media and the general public.