

Toronto Financial District BIA

Job Description, October 2020

Communications Manager



Organization Overview

The Toronto Financial District BIA (FDBIA) is an economic development organization that represents businesses in Canada's premier financial centre. There are more than 200,000 jobs in the Financial District, an area that includes Union Station, the PATH underground walkway and the country's most prominent office towers.

The FDBIA ensures the Financial District is well-maintained, integrated, connected and accessible. We advocate for excellent public places, the best available transit options and a welcoming environment for businesses and employees. Online, the FDBIA showcases the daily activity of our vibrant businesses at **MyTOFD.com** and **@MyTOFD**.

Our funding is received through a special levy on commercial real estate within our boundaries. Membership includes all properties and businesses in the Financial District.

Position Overview

As part of the FDBIA leadership team reporting to the Executive Director, the Communications Manager leads strategic communications projects and provides significant support for FDBIA public affairs and policy activities. This position develops the FDBIA's brand and ensures our priorities are communicated clearly to members, Financial District employees, governments and stakeholders.

Key aspects of the role include developing strategic communication goals and key messages, media relations, social media and website promotions, and building relationships with allied organizations. The Communications Manager directly manages a Social Media Coordinator position.

The role is currently primarily remote with occasional requirements to work in the Financial District and adhere to the FDBIA COVID-19 health and safety protocols.

Major Responsibilities

- Develop and implement communications strategies that meet or exceed KPIs within budget.
- Manage and support professional development of direct report, the Social Media Coordinator.
- Develop strategies for engaging the provincial and municipal governments on issues including transit investment, tax policy and COVID-19 response.
- Manage the FDBIA's digital content and marketing strategies, including website, Facebook, Instagram, Twitter and LinkedIn content and promotions.
- Manage FDBIA media relations including key message development, responding to media inquiries, pitching stories and preparing FDBIA staff for media interviews.
- Provide strategic updates to the Board of Management via written reports and presentations.
- Identify and participate in collaborative policy opportunities with allied organizations.
- Manage engagement of industry working groups.

- Prepare FDBIA reports for staff, board of management, allied industry organizations and membership as required.
- Manage execution of yearly survey of employees working in the Financial District to gauge awareness levels and attitudes.
- Manage relationships with outside vendors for all communications and marketing programs.

Qualifications

- Post-secondary education in communications, public relations, marketing, journalism or equivalent work experience required.
- Five years of experience in a communications or advocacy role in a business environment.
- Demonstrated success with digital communications, including social media marketing and the ability to direct the creation of engaging online video (with the support of the Social Media Coordinator).
- Experience with public affairs or policy analysis is a strong asset.
- Exceptional writing skills.
- Experience creating engaging visual content to convey data and ideas effectively
- Demonstrated ability to work with a wide variety of individuals, including staff, media, public officials and senior business leaders.
- Experience managing a small, energetic and creative team and volunteer engagement experiences an asset.
- 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.