



POSITION	Communications Administrator
COMPANY	Business In The Streets
BUSINESS TYPE	Not for Profit
REPORTING	Executive Director
LOCATION	Toronto
START DATE	March 4 th , 2019
HOURS	15-20 hours per week
COMPENSATION	\$17.50-18.75/hr

About The Organization

Business In The Streets (BITS) provides young people living in the GTA with the knowledge and resources necessary to pursue their aspirations and achieve their economic potential.

Since our launch in 2012, BITS has delivered business training and mentorship to over 400 young entrepreneurs. We have expanded our suite of services to include follow-up programming, microfinancing and co-working space. Our goal is to provide a world class, one-stop-shop for young entrepreneurs to access the resources required so they may turn their dreams into reality.

Ignite Capital is an annual competition which provides aspiring entrepreneurs who have limited access to capital with the opportunity to compete for funding and business support. As operating partner, BITS provides Ignite with program management and event support in order to ensure an excellent experience from launch to close-out.

As an entrepreneurial organization, BITS believes in walking our talk. Team members each possess an entrepreneurial mindset which balances work and play resulting in a fun environment that allows for both. As a small team, we value each other's input and respect ideas which move the organization forward.

Each day we arrive at the table ready to improve each other, and the lives of the people we serve.

About the Position

As the Communications Administrator, your core mission will be to support the BITS and Ignite Capital community by providing a window into the work that we do and the impact we make while also providing value to our alumni by sharing about relevant events, resources and opportunities.

You will use the BITS and Ignite Capital website, newsletter and various social media channels to promote our programs and services, success stories, events, partner opportunities, and other relevant news.



An understanding of analytics will be required to make informed decisions about what content works, and what channels are most effective at delivering messages for each stakeholder. A flair and appreciation for design will be helpful as the you will be using Canva to create digital and print content that is both professional and on brand.

While Ignite Capital applications are open, you will be responsible for recruiting applicants via digital and traditional channels.

Duties and responsibilities:

- Develop innovative and data-driven content and social media strategies, work from ideation through to execution, and post campaign analysis
- Build and maintain relationships with community and corporate partners, industry influencers, and media
- Write or coordinate the writing of blogs, articles, marketing collateral, and web copy to be used across various channels
- Manage all inquiries through BITS Gmail and social media inboxes
- Update website content as needed; review and approve external SEO articles
- Show measurable results in community engagement and growth to achieve monthly social media goals
- Engage directly with audiences – including clients, fans and influencers - across digital channels to drive positive sentiment, loyalty, and advocacy for the BITS brand. This includes social media platforms, and rating and reviews channels (Facebook, Instagram, Twitter, Google, etc)
- Use design tools such as Canva to create clean and professional marketing collateral
- Assist in creating and maintaining a BITS brand guide
- Update and maintain databases including Mailchimp, outreach list, press list and media archive
- Exercise discretion and exhibit sound judgment and decision-making when engaging with potential clients
- Work closely with Executive Director and Program Coordinator to ensure consistent messaging on all public and social platforms
- Arrange for media to cover events and stories
- Stay up to date on Social Media news, platforms and strategies
- Drive the promotion of BITS programs and events
- Excellent proof-reading skills;
- Collaborate with the Programs Coordinator to ensure proper marketing collateral
- Assist at BITS pitch events
- Support Executive Director with grant writing and funder reports as needed
- Provide administrative and operational support to Executive Director as needed
- Other projects and duties as may be assigned



Skills and Requirements

- Holds marketing or communications-related diploma or degree
- 2 years of marketing or communications experience
- Portfolio of various marketing or communications work
- Proficiency in Microsoft and GSuite software (Word/Docs, Excel/Sheets, PowerPoints/Slides)
- Experience or keen interest in the world of entrepreneurship an asset
- Interest in digital marketing tools including email marketing, blogs/vlogs, and social media
- Strong yet adaptable verbal and written communication; able to communicate effectively to both professional and youth audiences
- Proficiency in graphic design software (Canva, Photoshop, or similar)
- Ability to maintain and update Wordpress and Squarespace websites
- Excellent interpersonal skills
- Proactive and process-oriented working style, with attention to detail
- Must possess a solutions-oriented attitude
- Able to observe and maintain confidentiality
- Able to follow through on projects both independently and as part of a team
- Presentable, personable and approachable at all times
- Must be able to manage time deadlines and deliverable dates

Working Conditions

Communications Administrator is expected to work from the BITS studio for 15-20 hours per week between 9:30am and 8:30pm Monday to Friday including some Saturdays as required.

HOW TO APPLY – Please send your resume with cover letter to info@businessinthestreets.com. Although we appreciate each application, only those being considered for the position will be contacted. No phone calls, emails, or inquires through LinkedIn, please.

At Business In The Streets, we are committed to fostering an inclusive, accessible environment, where all employees feel valued, respected and supported. We are an equal opportunity employer that recognizes the value of a diverse workforce. If you require an accommodation for the recruitment/interview process, please let us know when selected to take part in our recruitment process so that reasonable arrangements can be made for the appropriate accommodations to be in place.