DOWNTOWN YONGE

SENIOR SPECIALIST, STRATEGIC COMMUNICATION & ENGAGEMENT
JOB POSTING

## About Us

The Downtown Yonge Business Improvement Area (DYBIA) is one of Toronto's most dynamic business improvement areas, representing hundreds of businesses, property owners and community partners in the heart of the city. We work to enhance the economic vitality, safety, vibrancy and reputation of Downtown Yonge through placemaking, advocacy, marketing, events and strategic partnerships.

We are currently seeking an experienced strategic communications professional to join our team for a full-time, two (2) year contract.

## About You

We are looking for a highly organized, self-driven professional who is comfortable managing multiple priorities, projects and competing deadlines. You are a strong communicator with an excellent eye for detail, audience and tone, and bring experience in communications, marketing and/or project management. Collaborative and relationship-focused, you work well as part of a small, tight-knit team and bring a flexible, proactive and hands-on approach to your work. You also have a strong understanding of the complex BIA environment in Toronto and Ontario and would enjoy working with others in a downtown office setting.

## Position Summary

Reporting to the Executive Director & Chief Operating Officer, the Senior Specialist, Strategic Communication & Engagement develops and executes integrated communications, marketing and stakeholder engagement initiatives that support organizational priorities, strengthen the Downtown Yonge BIA's reputation and build meaningful relationships with members and partners.

The role includes developing compelling content, managing communications channels and coordinating stakeholder engagement activities to ensure clear and consistent messaging across DYBIA's internal and external audiences.

## Key Responsibilities

### *Strategic Communications*

Working closely with the Executive Director, the Senior Specialist will identify and implement effective ways to share the stories of DYBIA's work, activities and accomplishments across multiple channels, including the website and social media.

- Develop and implement communications plans that support organizational initiatives, advocacy efforts, events and strategic priorities.
- Ensure consistent organizational messaging and brand voice across communications.
- Translate complex BIA-related policy, economic development and municipal issues into clear, accessible and engaging content.
- Develop and execute social media strategies that increase awareness, engagement and audience growth.
- Manage external consultants providing communications or marketing services for the organization, events or other initiatives.

***Marketing & Brand Management***

Working collaboratively with the Executive Director and DYBIA team, the Senior Specialist will identify opportunities to market and promote DYBIA events, arts and culture initiatives, and other member and community activations.

- Support integrated marketing campaigns promoting Downtown Yonge initiatives, events and economic development programs.
- Maintain brand standards across all communications and promotional materials, including print and digital marketing materials, social media and other content.
- Coordinate with the DYBIA team and external agencies, designers, photographers, videographers and vendors, as required.

***Strategic Engagement***

Working with the Executive Director and DYBIA team, the Senior Specialist will identify and implement ways to keep DYBIA front and centre with members, employees, residents and other community stakeholders.

- Work with the DYBIA team to identify, plan and coordinate engagement strategies for BIA members, property owners, residents, community organizations, government agencies and business partners.
- Develop regular member communications, including newsletters, updates and information bulletins, and oversee their distribution.
- Support member outreach and communications related to programs, advocacy initiatives and services.
- Oversee the preparation of presentations and communications materials for member meetings, Board meetings, committees and stakeholder groups.

## Qualifications

- Bachelor's degree in communications, marketing or a related discipline.
- At least ten (10) years of progressively responsible experience in communications, marketing, stakeholder engagement or a related area.
- Demonstrated ability to work collaboratively with colleagues, partners and stakeholders.
- Experience managing consultants, staff and other service providers.
- Experience working with municipalities, non-profit organizations, BIAs and/or economic development organizations.
- Exceptional English language written and verbal communication skills.
- Strong storytelling and editorial abilities.
- Experience developing strategic communications and/or marketing plans.
- Excellent interpersonal, relationship-building and stakeholder engagement skills.
- Sound judgment, political acuity and discretion.
- Ability to synthesize complex information into clear, audience-focused messaging.
- Ability to manage multiple priorities and competing deadlines in a fast-paced environment.

## What We Offer

The Downtown Yonge BIA offers the opportunity to contribute to one of Canada's most vibrant urban districts while working alongside a strong and cohesive team, municipal partners, businesses, community organizations and cultural institutions. This role provides meaningful opportunities to shape public conversations, strengthen stakeholder relationships and support initiatives that enhance Downtown Yonge as a destination to live, work, visit and invest.

In addition, we offer:

- A competitive salary based on education, experience and skills.
- A hybrid work arrangements, with up to two (2) remote workdays per week for this role.
- Employer matching contributions of up to 5% toward your retirement savings.

- Benefits, including an Employee Assistance Program (EAP).
- A generous vacation entitlement.
- Paid sick days.
- Opportunities for professional development.

**Accessibility and Equal Opportunity**

The Downtown Yonge BIA is committed to fostering an inclusive and accessible workplace. Accommodation is available throughout the recruitment process upon request.

We welcome applications from qualified candidates with diverse backgrounds and experiences.

**How to Apply**

If you are interested in this position and possess the necessary qualifications, please submit your application to:

Pauline Larsen
Executive Director & Chief Operating Officer
Via: plarsen@downtownyonge.com

**Please note that the deadline for applications is 5pm on Friday, November 6, 2026.**