



Marketing & Communications Manager

In the heart of the city of London, Downtown London! is currently seeking a talented Marketing and Communications Manager to join our team! This will be an exciting opportunity to support the growth of downtown's business improvement association (BIA), its members and merchants.

Reporting to the Executive Director, the Marketing & Communications Manager is responsible for executing and monitoring annual marketing and communications plans for Downtown London's. This role will oversee Downtown London's public facing marketing, promotions, campaigns, member and external communications, public and media relations and related budgets. Downtown London has just completed their 2025-2026 Marketing and Communications Plan.

Downtown London's Goals are to create a welcoming and vibrant downtown; to create a diversified economic base; to be a champion, catalyst, and liaison for the downtown and its members, and to provide strong member engagement and support.

Vision: Downtown London represents a thriving, progressive, and welcoming district in the heart of the city. The people that own businesses, visit, work, learn, and live in the district are the essence of its vibrancy and diversity.

Mission: To represent and support its members, fostering a strong, thriving downtown in the economic and cultural heart of the City of London.

The successful candidate will be a creative and solutions focused relationship builder and downtown ambassador with the ability to see the bigger picture, while conceptualizing and successfully guiding and delivering on marketing and communications tactics. This individual will also be well versed in tracking and measuring progress towards attaining strategic goals in the areas of marketing, public and media relations, communications. They will manage and present a positive brand image for the organization, implementing creative and inspiring promotional and awareness campaigns, while also supporting the marketing and communication needs in other BIA program areas.

The Marketing and Communications Manager's responsibilities will include:

- Spearhead Downtown London's annual marketing and communication plans using both traditional and digital strategies via multiple platforms to multiple stakeholders and audiences
- Oversee the brand management for DTL and LDBA which establishes a positive image for the organization and downtown
- Develop and implement unique and creative marketing and promotional campaigns, and measure and report on campaign performance against strategic goals

- Manage all social media ensuring messages are correctly communicated and conversations are addressed professionally and maintain a positive brand image for Downtown London
- Collect and report on monthly metrics for social media, traditional media and website
- Oversee, coordinate and approve all public facing communications and marketing materials - from e-newsletters, event calendars, website, digital and hard copy brochures, AGM and other presentations, etc. and ensure they are current and accurate
- Manage and coordinate creative project elements such as graphic design, videography, photography, etc
- Manage and develop Downtown London's public and media relations plan, key messages, and crisis communications plans
- Establish and maintain media relationships and field media inquiries and prepare thoughtful responses in a timely manner for the Executive Director and/or Board Chair that are aligned with the organizations key messages and continues to maintain a positive reputation for Downtown London and our membership
- Identify and manage cooperative advertising opportunities for our organization with media, advertising agencies, partners and members
- Stay apprised of new trends and BIA best practices related to marketing and communications and implement those that align with Downtown London's strategic plan and help achieve its targeted goals
- Create positive external relationships with LDBA members, community and municipal partners and marketing vendors to help deliver programs and implement marketing tactics
- Performance management - mentor, coach and monitor the performance of direct staff reports and progress towards annual goals
- Occasionally attend and represent the BIA at community events and participate in BIA industry related conferences
- As required, assist in the development and delivery of educational programming or workshops for members as it relates to small business marketing and promotions

The successful candidate must have:

- 5+ years of experience in a not for profit, business to business and/or business to consumer marketing and planning
- A degree or diploma in marketing, communications, public relations, business/commerce or in a related field
- Demonstrated experience developing and implementing unique and creative marketing and communication strategies
- In-depth knowledge of the latest trends, technologies, and methodologies for social media, email communications, public relations, website development, and digital and print advertising.

- Advanced technical skills including but not limited to Adobe creative cloud software, creating original graphic designs, digital photography, marketing software databases, mailchimp, wordpress based websites, CASL anti-spam legislation, AODA compliance and contesting regulations in Canada
- Comfortable with occasional physical labour and sometimes working after hours and on weekends during events
- Demonstrated experience building relationships and connections with business, as well as civic and community partners
- Strong collaborator with an inclusive leadership style who mentors and coaches direct reports and champions diverse perspectives and demonstrates a decisive mindset
- Proven experience engaging and mobilizing internal and external teams
- Strong skill set in project and budget management, including the ability to prioritize projects, manage multiple deadlines simultaneously to meet objectives in an agile environment
- A driver's license and access to a vehicle
- Presentation skills would also be considered key attributes in this position
- Knowledge and experience of Business Improvement Area Associations and small/main street businesses, and/or working within municipal government would be considered an asset

This position is a full time position (35 hours per week). Hours are 8:30-4:30pm Monday through Friday with evening and weekend work as needed. This is an in-office position. Salary for this position is \$67,000+, plus a competitive benefit package after 3 months.

Downtown London is committed to fostering a supportive and inclusive workplace culture, where people of all backgrounds can thrive. All members of the organization share a responsibility for recognizing, creating, and implementing work that promotes diversity, equity, and inclusion.

Please forward all resumes to Vicki Smith, Director of Operations by **January 16, 2025** Via email: vicki@downtownlondon.ca.

We thank all applicants for their interest, however only selected candidates will be contacted.