The Upper Village Business Improvement Area is seeking a
Part-Time Social Media & Digital Marketing Coordinator
Application Deadline: November 30, 2026

Location: Upper Village, Eglinton Avenue West (Bathurst Street to Allen Road), Toronto
Position: Part-Time | Flexible Hours
Compensation: Monthly Retainer as agreed on deliverables
Hours: Approximately 8–12 hours per week

About Upper Village BIA

Upper Village BIA represents a vibrant and diverse community of local businesses along Eglinton Avenue West, between Bathurst Street and Allen Road.

From independent shops and restaurants to professional services and neighbourhood favourites, our mission is to support local businesses, celebrate our community, and make Upper Village a destination where people love to shop, dine, explore, and connect.

We're looking for a **creative, enthusiastic, and community-minded Social Media & Digital Marketing Coordinator** to help tell our neighbourhood's stories, strengthen our online presence, and promote local businesses.

Live in the Upper Village or nearby? Even better! We'd love to work with someone who knows the neighbourhood, enjoys discovering local gems, and is passionate about supporting small businesses.

Key Responsibilities

Social Media & Content Creation

- Manage and grow Upper Village BIA's social media presence, primarily Instagram and Facebook.
- Create engaging content, including posts, Reels, Stories, photos, and short videos.
- Develop and maintain a monthly content calendar featuring local businesses, community events, neighbourhood updates, and BIA initiatives.
- Write engaging captions and design graphics using Canva or similar tools.
- Monitor social media engagement and respond to comments and messages as appropriate.

Website Management (WordPress)

- Regularly update and maintain the Upper Village BIA website using WordPress.
- Upload and publish news, events, business spotlights, announcements, and community updates.
- Update website images, banners, business information, and other content as needed.
- Ensure website content is accurate, current, visually appealing, and easy to navigate.

- Coordinate with the BIA team on website improvements and report technical issues when necessary.

Local Business & Community Engagement

- Visit businesses throughout the BIA to capture photos, videos, and stories.
- Create engaging business spotlights featuring local owners, products, services, and hidden gems.
- Promote local shopping, dining, seasonal campaigns, and neighbourhood events.
- Build relationships with business owners and encourage their participation in BIA promotions.
- Attend select BIA events and community activities to capture content.

Marketing & Reporting

- Support digital promotional campaigns, contests, and special initiatives.
- Collaborate with the BIA team to brainstorm fresh ideas to increase neighbourhood visibility and engagement.
- Track basic social media and website performance, including reach, engagement, follower growth, and website traffic.
- Provide brief monthly updates highlighting activities, results, and opportunities for improvement.

Who We're Looking For

- Creative, proactive, organized, and comfortable working independently.
- Experience managing social media accounts and creating digital content.
- Working knowledge of WordPress and experience updating website content.
- Comfortable creating photos, short videos, and Instagram Reels using a smartphone.
- Familiarity with Instagram, Facebook, Canva, and basic digital marketing tools.
- Strong writing, editing, and communication skills.
- Comfortable approaching local businesses and building relationships.
- Ability to manage multiple tasks, meet deadlines, and maintain consistent content updates.
- Available for occasional in-person visits and community events.
- Passionate about supporting local businesses and neighbourhood initiatives.

Bonus Points If You:

- Live, work, or study in Upper Village or a nearby neighbourhood.
- Have experience in photography, video editing, or digital marketing.
- Have basic knowledge of SEO, Google Analytics, or website optimization.
- Have worked with small businesses, BIAs, nonprofits, or community organizations.
- Are a student or emerging marketing professional looking to build your portfolio.

Why Join Us?

This is an opportunity to gain hands-on experience in social media, digital marketing, website management, and community engagement while making a visible impact in your neighbourhood.

You'll have the flexibility to bring your creative ideas to life, connect with local entrepreneurs, and help Upper Village businesses thrive.

How to Apply

Please send:

- Your resume and a brief introduction about yourself.
- Examples of social media content or accounts you've managed, if available.
- A brief summary of your WordPress experience or examples of websites you've updated.

Apply to: hello@uppervillageto.com
Application Deadline: November 30, 2026

Subject Line: Social Media & Digital Marketing Coordinator – Upper Village BIA

Upper Village BIA welcomes applications from candidates of all backgrounds. Candidates who live in or near the neighbourhood are especially encouraged to apply.