



BIA General Manager

Thornbury Business Improvement Area

Job Title: BIA General Manager

Position Type: Contract Position (not a BIA employee)

Reports To: Thornbury BIA Board of Management

Location: Thornbury, ON

Status: Part Time, Contract (25-30 hrs/week)

Compensation: \$20 to \$25/hour based on experience, to a maximum of \$30,000 annually

Hours of Work: Flexible working schedule, required to attend all meetings and events on evenings/weekends

A. Purpose and Responsibilities

In this leadership role, The General Manager is responsible for the day-to-day operations of the Thornbury BIA including the administration, development, logistics and execution of annual/strategic planning of an array of plans, events/activities and programs that foster and highlight the economic vitality of our community and business membership.

Responsibilities include the annual BIA budget, beautification programs, event planning, marketing plan, streetscapes, public consultation and participation, media, public and membership relations. The General Manager is also responsible for attending the monthly board meetings, preparing the Agenda with the Board of Directors and taking, preparing the Minutes of the meeting. The General Manager is accountable to the BIA Board of Directors through the Chair for the management of all the affairs and activities of the BIA.

Reporting directly to the volunteer BIA Board of Directors and various sub-committees, the General Manager interacts with the BIA business membership, TBM municipal staff, TBM Mayor and Councillors, The Blue Mountains Chamber of Commerce, Grey County Tourism, Bruce Grey Simcoe Tourism, South Georgian Bay Tourism, neighbouring associations, and community committees.

B. Job Details

Administration:

- Responsible for maintaining regular office operations such as email correspondence, filing, mailings, financial budget, payments, etc.
- Performs research, writes grants and final reports.
- Assists the BIA Board with development and implementation of organizational policies.
- Prepares the Agenda alongside the Chair as well as the Minutes of each board meeting.
- Prepares invoices and other financial documents.
- Coordinates the Annual General Meeting and Annual Members Meet + Greet
- Arranges with the Municipality and volunteers the beautification of downtown Thornbury as directed by the Board, including banners, flowers, signage, decorative lights.

- Performs member site visits and welcomes new businesses to the BIA with the BIA Welcome Package.
- Participates in all activities carried forth by the Board.
- Responsible for planning, managing and prioritizing assigned tasks.
- Handling of information of a confidential nature.
- Provides resources to BIA members, municipal government departments, members of other BIAs, and community groups who regularly contact the BIA requesting information and/or assistance on a wide range of topics related to the BIA.

Marketing & Communications:

- Communicates all information from the BIA Board of Directors for distribution to its business membership and partners to build a strong voice of support for its positions and initiatives.
- Maintains and implements all marketing and promotions as directed by the Board.
- Executes all elements of project management for the BIA's special events, including seasonal events, Canada Day, and Olde Fashioned Christmas.
- Executes advertising, promotion, and marketing programs including; print, website and social media.
- Coordinates the design and printing of marketing materials.
- Ensures the Branding of the BIA is consistent and follows design guidelines where applicable.
- Prepares and distributes Press Releases to local Media to promote BIA events and accomplishments.
- Communicates with existing BIA members via mail, e-newsletters & social media.
- Website development (business directory), on-going regular maintenance including, posting upcoming events to the home page, including references, links, new business highlights
- Coordinates all BIA special events annually as planned.
- Manages the BIA's social media accounts including; Instagram, Facebook, and the BIA website.
- Works and corresponds directly with municipal departments such as: Economic Development, Communications, Parks and Trails, Finance and other TBM departmental staff, accordingly.
- Acts as a spokesperson for the BIA membership, and Board of Directors and neighbouring businesses and organizations maintaining a high level of professionalism and integrity in all levels of communication.
- Provides feedback on website and social media analytics and recommends online communications strategies.

Financial Affairs:

- Coordinates the purchase of required supplies, equipment, and contracted services, purchasing within an assigned limit; reviews and recommends accounts for payment.
- Monitors the results of operation compared to the budget on a monthly basis.
- Responsible for assisting the Board in the preparation of annual revenue and expense budget, carrying out all operations within budgetary allocation.
- Researches and applies for grant funding where available.

C. Knowledge, Skill Sets and Abilities

- Strong leadership, communication, public speaking and presentation skills
- Experience with Budget Planning, Fundraising and Community Sponsorship
- Experience working with a Board of Directors and or, Municipality
- Strong short and long term planning and organization skills, experience with strategic planning
- Excellent writing, grant and policy writing skills
- Excellent time management
- Established network of contacts with the Municipality and Business community.
- Motivated self-starter with limited supervision required.
- Proficiency in Microsoft Office, Excel, experience with WordPress, website development, social media, graphic design.