



EMPLOYEE POSITION DESCRIPTION

POSITION: Communications & Admin Manager

REPORTS TO: Board Chair & lead HR board members

SALARY RANGE: \$42,000 - \$48,000 Annually

Reporting to the Board of Directors through the Chair of the Board, the Communications & Admin Manager is responsible for managing the communications, administration, digital systems, grant support, board meeting preparation, and formal organizational records for the Downtown Midland BIA.

This role is the social media, public relations, and community communications face of the organization. The Communications & Admin Manager helps ensure that BIA members, community stakeholders, partners, and the public receive clear, timely, professional, and engaging communications that support BIA activities, downtown events, member programs, and organizational priorities.

The Communications & Admin Manager works closely with the Board, the Operations & Experience Manager, the Town of Midland, the bookkeeper, members, granting authorities, community partners, and service providers to keep the organization organized, responsive, financially on track, and well represented.

This position is focused on communications, administration, digital organization, grants, board support, and public-facing engagement.

Key Responsibilities:

Communications & Newsletters:

- Manage email communications that support BIA activities, independently or in collaboration with the Operations & Experience Manager.
- Develop and execute an annual communications strategy for the BIA.
- Write, build, schedule, and execute member newsletter communications.
- Write, build, schedule, and execute community-facing newsletters.
- Ensure communications are clear, timely, accurate, professional, and aligned with BIA priorities.
- Support internal and external communications related to programs, events, member updates, Town coordination, and Board-approved initiatives.

Downtown Midland BIA

208 King Street, Midland ON L4R 3L9 t. 705.527.7246



Social Media, PR & Promotion:

- Manage the BIA's social media channels and public-facing content.
- Act as the BIA's social media, public relations, and community communications lead.
- Support public relations activities, including media coordination, press releases, public notices, and formal announcements.
- Manage advertising, promotional, and campaign initiatives that support BIA programs, events, and downtown priorities.
- Coordinate with photographers, designers, media contacts, printers, advertisers, and other communications partners as required.
- Help promote Downtown Midland as an active, welcoming, and thriving place to visit, shop, dine, invest, and do business.

Website & Digital Assets:

- Update and manage the BIA website.
- Ensure website content is accurate, current, and aligned with BIA programs, events, member needs, and community communications.
- Organize and maintain digital assets, including photos, logos, files, templates, documents, passwords, and shared folders.
- Support clean, consistent use of BIA branding, templates, and digital materials.
- Maintain organized records and shared files using Google Workspace and other approved office systems.

Grants & Funding Support:

- Find, write, and respond to grant opportunities that support BIA priorities.
- Liaise with granting authorities for successful grant applications.
- Manage grant-related communications, documentation, timelines, requirements, and reporting.
- Work with the Board, Treasurer, bookkeeper, accountant, or other financial support to ensure grant budgets, records, and reports are accurate and submitted on time.
- Maintain organized grant files and track opportunities, deadlines, approvals, and reporting obligations.



Board, Administration & Records:

- Attend all Board meetings as required.
- Prepare meeting agendas in collaboration with the Chair and Board.
- Take and distribute meeting minutes.
- Track motions, action items, approvals, and follow-up requirements.
- Write formal letters, notices, reports, and organizational communications as required.
- Manage contract agreements, renewals, and related documentation, including agreements such as Town MOUs, lease agreements, service agreements, and partner agreements.
- Support the organization and maintenance of annual records, governance files, and Board materials.

The Communications & Admin Manager will work closely with the bookkeeper, Treasurer, accountant, and Board to help keep financial administration organized and moving. This includes supporting invoice and payment tracking, ensuring Board members are aware of required financial actions, coordinating signatures, supporting cheque deposits, helping track credit card payment needs, and assisting with the organization of records required for annual financial statements.

The Communications & Admin Manager may also support the Operations & Experience Manager with administrative paperwork related to Town event applications, permits, program forms, facade improvement applications, patio program applications, and other BIA initiatives.

Required Skills:

- Strong written communication, editing, proofreading, and professional email skills
- Experience managing newsletters, email campaigns, and audience communications using tools such as MailChimp
- Experience updating and managing websites, preferably using WordPress
- Experience managing social media channels, content calendars, posts, engagement, and community-facing updates
- Comfortable using Google Workspace, spreadsheets, shared files, digital folders, and basic office systems
- Strong organization, follow-through, time management, and attention to detail



- Ability to manage agendas, minutes, records, contracts, grants, reporting deadlines, and competing priorities
- Comfortable working with members, Board members, Town staff, bookkeepers, contractors, granting authorities, media contacts, and community partners
- Basic financial administration and bookkeeping coordination skills
- Sound judgment, discretion, professionalism, and a positive, service-focused approach

ACCEPTED:

Signed:

Name:

Dated:
