



Office: 1183 King St. West, Suite 200
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COMMUNICATIONS AND MARKETING COORDINATOR – THE BENTWAY CONSERVANCY

Position Type: Full-time, contract (February 18th -June 30st)
Location: 1183 King St., West, Suite 200, Toronto ON
Start Date: February 18 (negotiable)
Deadline: January 25, 2019

Position Summary

The Bentway's Communications and Marketing Coordinator is an essential part of The Bentway team, supporting the Manager of Communications on internal and external communications planning and execution. The Coordinator helps to raise the visibility of the organization, solidify brand recognition, grow audiences and attendance, and effectively communicate to stakeholders.

The Coordinator is responsible for digital campaign planning and execution with an emphasis on social media. They contribute to media planning and buying, creative campaign direction and ideation, documentation and archiving, communications system implementation, reporting and analytics, and public engagement. The Coordinator also offers administrative support to the Manager of Communications.

The Coordinator is a key liaison between The Bentway's audiences and the organization and an important brand ambassador. As such, the Coordinator should have a passion for art and events in public space and an understanding of The Bentway's unique role within this ecosystem.

Responsibilities

Digital and Online

- Develop and manage all Bentway social media channels including Facebook, Twitter, and Instagram on a daily basis.
- Provide reporting and analytics on individual campaigns and overall performance for sponsors, donor reports, and other key stakeholders.
- Work with The Bentway staff team to maintain consistent messaging.
- Develop and implement promotional and advertising campaigns/promotions to support the success of Bentway produced events.
- Provide live coverage at specific Bentway produced events.
- Keep abreast of social media trends and best practices, and implement them into online plans, where applicable.
- Provide support to the Manager of Communications on maintenance and maximization of The Bentway website.



- Help to identify new online tools and systems, including fundraising systems, ticketing platforms, and more.
- Monitor web traffic and trends through Google Analytics, and optimize web content for SEO and organic growth.
- Initiate, run, and optimize Google Adwords campaigns
- Support the creation of bi-weekly eblasts.
- Ensure sponsors and partners are credited properly across all platforms.

Other

- Graphic Design: support the creation of online graphics, including social, advertising, and web; contribute to design of print materials, when needed; assist with external presentations and packages, and internal reports.
- Multi-media resources: maintain database of all online assets and deliver them to external parties as requested (logos, images, audio and video files, custom artwork).
- Research: Assist the Manger of Communications in researching and maintaining contact with new promotional and media partners.
- Promotional partnerships: connect with partners on approvals and follow ups associated with logo placement on-site and in paid advertising, coordinate partners' involvement in cross promotional/media activities.
- Facilitate the implementation of digital cross-promotions with other arts and culture organizations.
- Liaise with media, community partners, artists and staff to deliver video and photo content.
- Support administrative duties including invoice processing, budgeting, and more, as needed.
- Undertake special projects and duties as requested by the Manager of Communications.
- Provide support on event days.

Qualifications

- Post-secondary education with relevant digital and online work experience.
- Demonstrated understanding of interactive marketing and social media outlets.
- Experience managing and optimizing social media accounts and with social media scheduling and listening tools (i.e. Hootsuite, etc.)
- Experience with Facebook Business manager, Facebook Ads manager, Facebook Insights.
- Experience using Google Analytics and Google Adwords (especially with Google AdWords Grants) including launching and optimizing Google AdWords campaigns.
- Proficiency with design software, such as Photoshop, InDesign, Illustrator, etc.
- Experience in web design and production with a sound understanding of HTML, CSS/JavaScript considered an asset.



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- Experience using Wordpress.
- Proficiency with video and video editing software.
- Strong photography skills are an asset.
- Passion for arts and culture in Toronto.
- Strong attention to detail.
- Proven ability to multi-task and work under tight timelines.
- Exceptional communication and writing skills.
- Demonstrated ability to work effectively both independently and in a team setting.
- Excellent project management skills and attention to detail.
- Ability to work nights and weekends, as required.
- Eagerness to support events however needed.

DEADLINE FOR APPLICATIONS: January 25, 2019.

Compensation to be negotiated based on experience.

To Apply:

Please send **your resume and cover letter** to careers@thebentway.ca with the subject "Marketing and Communications Coordinator." No late or incomplete applications (missing a resume or cover letter) will be accepted.

No phone calls please. We thank you all applicants for their interest, but only those selected for an interview will be contacted.

ABOUT THE BENTWAY

[The Bentway](#) is a unique and innovative public space that transforms 1.75km underneath Toronto's Gardiner Expressway into a new gathering place for our city's growing population.

The Bentway knits together seven local neighbourhoods with over 70,000 residents, becoming a gateway to the waterfront, while providing access to important attractions and destinations – from Fort York National Historic Site, Ontario Place and Exhibition Place to Harbourfront Centre and the CN Tower. The Bentway offers year-round activities and events, including gardens, a skate trail, recreational amenities, public markets, public art, special exhibitions, festivals, theatre and musical performances, and more. The initial phase of The Bentway is open to the public. Stretching from Strachan Avenue in the west to just east of Bathurst Street underneath the Gardiner Expressway, this section of The Bentway is located on the lands of Fort York National Historic Site, recognized by the Government of Canada as a site of national significance.

The Bentway is maintained, operated, and programmed by The Bentway Conservancy. The project was made possible through the collaboration of a range of city-builders and experts, including the [City of Toronto](#), [Waterfront Toronto](#), Judy and Wilmot Matthews, [Ken Greenberg Consultants](#), [PUBLIC WORK](#), [Fort York National Historic Site](#), and [Artscape](#). The



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Bentway is a proud member of the [High Line Network](#), an international network of projects that transform underutilized infrastructure into new urban landscapes.

For updates, details and more information, please visit thebentway.ca.