

# Elmvale BIA Call for Proposals

## *Social Media & Community Engagement Coordinator*

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### 1. Position Overview

**Job Title:** Social Media & Community Engagement Coordinator

**Organization:** Elmvale Business Improvement Area (BIA)

**Reports To:** BIA with support from voluntary coaches (Sarah and Tina)

**Employment Type:** Independent Contractor to invoice BIA Monthly

**Compensation:** \$20/hour up to a maximum of \$1,000/month (tax included)

**Term:** March 1 – December 31, 2026

**Hours:** ~10 hours/week

**Location:** Elmvale, Ontario (flexible, **on-site presence a priority**)

#### **Position Summary:**

Lead daily promotion of Elmvale businesses through social media, community engagement, and in-person visits. Build a consistent online presence, increase engagement, and highlight local businesses while supporting the vitality of downtown Elmvale.

### 2. Purpose of the Role

- Strengthen BIA social media presence and grow online followers
- Promote Elmvale as a destination for residents and visitors
- Highlight local businesses, events, and downtown initiatives
- Provide consistent community engagement both on-site and online
- Strategically utilize marketing budget for maximum impact

### 3. Key Responsibilities

#### **A. Social Media & Marketing**

- Manage Elmvale BIA social media accounts (Instagram, Facebook, etc.)
- Create, schedule, and post content featuring local businesses and events

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- Develop photos, videos, and graphics to promote Elmvale
- Model account growth after similar successful community pages

### **B. On-Site Engagement & Community Presence**

- Visit businesses regularly to gather content and maintain relationships
- Foster downtown visibility and engagement with the community
- Identify real-time opportunities to feature businesses and events

## **4. Qualifications & Skills**

### **Preferred Assets:**

- Social media management experience (Facebook, Instagram, etc.)
- Independent work ethic with strong time management
- Knowledge of small business promotion
- Comfortable interacting with business owners and community members

### **Key Competencies:**

- Creativity in content creation
- Consistency and reliability in posting and engagement
- Strong interpersonal and relationship-building skills

## **5. Performance Measures**

- Growth in social media followers and engagement
- Number of local businesses promoted weekly/monthly
- Increased downtown visibility and community participation
- Consistent, high-quality content creation
- Effective and strategic use of marketing budget

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### 6. Compensation & Contract Terms

- \$1,000/month maximum (tax included)
- 10 hours/week @ \$20/hour
- Contract term: March 1 – December 31, 2026
- Independent contractor (not an employee), supported and coached by Tina & Sarah

### 7. Review & Expectations

- Attend BIA meetings and provide monthly progress report
- Provide a log of activities completed and hours worked with each invoice
- Role reviewed periodically for effectiveness
- Grow social media followers and engagement consistently
- Highlight local businesses regularly
- Model performance after similar successful accounts

## **Application Process:**

Please attach the following two (2) items to a covering letter email sent to [info@elmvalebia.ca](mailto:info@elmvalebia.ca) :

1. A résumé outlining your specific experience and qualifications for the role
2. A short video (no more than 5 minutes in length) describing your connection to Elmvale and your enthusiasm for its growing business community

**All applications must be received in full before midnight EST on Sunday, February 8th, 2026.**

Only candidates moving forward to the interview stage will be notified and offered that opportunity.