

The Port Credit Business Improvement Area (PCBIA) works together with its over 500 members to achieve goals that assist the continuously changing and growing business and tourist interests of the Port Credit designated area.

The PCBIA MANDATE, stated in its constitution, is to improve, beautify and maintain public lands and buildings with the BIA, and to promote the area as a business and shopping destination.

A key role of the PCBIA is to serve as a CATALYST AND INCUBATOR FOR COMMUNITY IDEAS AND EVENTS. The PCBIA also works to engage its business members in the evolution of Port Credit as one of Mississauga's PREMIER TOURIST DESTINATIONS.

Our work environment includes:

- Office setting overlooking the stunning Credit River
- Opportunity to work with 500+ entrepreneurs and business owners
- Direct contribution to enhance and positively impact the community
- Growth and mentoring potential
- Opportunity to work with various arts and culture groups in Mississauga
- Opportunity to work in a hybrid office/work environment
- Lively atmosphere with a small but mighty work team

We are looking for a **Marketing Coordinator** under the Canada Summer Jobs program to assist the PCBIA to implement our marketing plan to support a vibrant main street, attract and retain businesses, bring tourism to the Port, and create a sense of pride and place #INThePort.

Reporting directly to the PCBIA executive Director, the responsibilities of the Marketing Coordinator are below:

- Assist with content creation
- Assist with gathering marketing assets and images for the new Port Credit BIA website
- Assist in developing brochures that support marketing Port Credit, events, and BR&E
- Attend events and activations to capture content
- Assist in video editing
- Assist in monthly marketing reports across various platforms and the Marketing Plan
- Liaise with the City of Mississauga and Peel Region to ensure appropriate permits are in place
- Work with the Marketing and Event Coordinator to promote events and activations
- Ad hoc tasks as required

Job Type: Part-time (30 hours/week)

Compensation: \$18.50/hour

Schedule:

- Monday to Friday – weekends and evenings will be required when attending events but will not exceed the weekly 30 hours.

Skills and characteristics required to be successful as the Marketing Coordinator:

- Highly organized with excellent time management skills
- Proactive self-starter – we always have something to do!
- Event/project management experience
- Professional and courteous manner
- Ability to provide hands on support at events and activations
- A team player with a focus on the success of the PCBIA and our PCBIA Business Community
- Creative thinker that can stay on task

PCBIA is strongly committed to diversity within its community and especially welcomes applications from racialized persons / persons of colour, women, Indigenous / Aboriginal People of North America, persons with disabilities, LGBTQ2S+ persons, and others who may contribute to the further diversification of ideas.

The Government of Canada funded this job through the Canada Summer Jobs program and applicants must meet the requirements of the program. You must be aged between 15 and 30 and be legally entitled to work in Canada. International students are not eligible.

Please submit your resume to info@portcredit.com no later than May 12, 2025.