

General Manager, Orillia BIA

Job Overview

Orillia, renowned for its warm hospitality and vibrant community, presents a blank canvas for economic development enthusiasts. From waterfront adventures to winter escapades on nearby ski slopes, Orillia offers year-round excitement to residents and visitors alike.

The Downtown Orillia BIA is embarking on an exciting journey of economic revitalization and community engagement. We are seeking an exceptional General Manager whose passion resonates with the heartbeat of our city.

Downtown Orillia has a lively and engaging vibe, and we are seeking a dynamic leader who can match its vitality. As the General Manager of the Downtown Orillia BIA, you will play a pivotal role in shaping the economic landscape of our City. Collaborating closely with our dedicated Board of Directors, you will spearhead innovative community programs that invigorate local businesses, captivate residents, and attract visitors, thereby fostering a thriving and dynamic business district.

Things You Need To Know

Management experience is a must.

This is not an entry-level or “coordinator” job. We need you to be ready to set strategic priorities, handle our budget, and manage the entirety of our BIA programs.

Evolving role

This is not a cookie-cutter job; we need your entrepreneurial skills, passion, and leadership to help us to define and develop this position over the next few years.

Small team; many hats:

As a small team working with an engaged Board, a growing pool of external stakeholders, and hundreds of businesses and community partners, you will need to fill many roles over the course of a year.

Bring your sense of humour:

This is a dynamic workplace in a main street district with a lot of memorable characters and strong personalities. There is a big heart and a deep well of playful creativity with the BIA community in Orillia.

Responsibilities and Duties

- Lead all day-to-day operations of the BIA.
- Lead strategic planning and visioning with Board of Directors and working groups.

- Develop and oversee the delivery of all community-centric programming.
- Ensure effective governance and regulatory compliance at both levels of government.
- Create and manage a portfolio of 'Things To Do' in Downtown Orillia.
- Serve as the primary representative and spokesperson for the BIA.
- Manage and motivate team members to achieve organizational success.
- Grow and improve communications plans with stakeholders, including members, partners, local government, and media.
- Cultivate and strengthen community partnerships to drive economic growth.
- Create a portfolio of data to ensure fact-based decision-making.
- Manage all BIA Marketing programming including; website, social channels, and business listings.
- Oversee all BIA beautification programs.

Who are we looking for?

- A visionary leader committed to driving economic development, growth and prosperity.
- Excellent communicator with the ability to inspire and connect with diverse stakeholders.
- Innovative thinker, capable of forging strategic alliances to leverage resources effectively.
- Adaptive learner who thrives in a dynamic and changing environment.
- Multitasker and problem solver
- Experienced in community of economic development.
- Previous management experience is required.
- Knowledge of grant wiring is required.

Benefits and Salary Range

- **\$65,000 (negotiable based on experience and qualifications)**

How to Apply

Please submit your personal mission statement along with your resume to pagebypageco@gmail.com by April 15, 2024.