



251 Red River Road
Thunder Bay, ON P7B 1A7
Office: (807) 343-9032
thewaterfrontdistrict@tbaytel.net

Waterfront District BIA Content Creator

The Waterfront District is an organization comprised of all the properties and businesses downtown in the North Core of Thunder Bay. The Waterfront District consists of more than 170 members, representing a wide range of businesses—from restaurants and bars to specialty shops and everything in between. Together, they embody the growth and revitalization of the North Core.

The purpose of the Waterfront District BIA is to foster a vibrant, diverse, mixed-use downtown area where residents and visitors gather to enjoy shopping, dining, entertainment, and recreational activities in a safe, beautiful environment.

Job Description

The Waterfront District Business Improvement Area (BIA) is seeking an enthusiastic and creative individual to join our team this summer to promote businesses and activities in the area.

Reporting Structure:

The Social Media Content Creator will report to the BIA Executive Director and collaborate with the BIA Event Coordinator, Mural Coordinator, Waterfront District partners, and member businesses to enhance the BIA's public presence through engaging and strategic social media content.

Responsibilities:

- **Training Period:**
Spend the first 2 weeks understanding the BIA concept, getting to know our target audience, and familiarizing yourself with social media best practices to build a strong foundation for content creation.
- **Consistent Messaging:**
Develop a clear and cohesive brand voice. Help direct summer ambassadors and fellow students to maintain message consistency across platforms.
- **Be the Waterfront District Storyteller:**
 - Research and stay informed about what's happening in the Waterfront District, including new businesses, events, seasonal activities, and community highlights.
 - Proactively cover and share stories about **evening, weekend, and summer activities** happening throughout the district.
 - Generate content ideas that reflect the unique atmosphere of the Waterfront District BIA.
- **Content Creation:**
 - Create engaging social media copy for posts, and coordinate with the intern or other student team members on graphic design and animation elements.
 - Work with a designated student animator to incorporate **simple animations** into select social media posts and stories to improve engagement and visual interest.
- **Community Engagement:**
 - Develop relationships with BIA businesses and stakeholders to build a steady pipeline of authentic, timely content.
 - Attend events, openings, and community happenings (including evenings and weekends when needed) to gather live content, photos, and videos.

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- **Content Planning & Analytics:**
 - Build and maintain a content calendar to support steady audience engagement.
 - Monitor post performance and adjust strategies using insights from analytics tools.
 - Stay on top of social media trends and best practices to enhance our content strategy.

Qualifications:

- Experience using social media platforms (Facebook, Instagram, TikTok, etc.).
- Strong research skills with the ability to source stories and trending content ideas.
- Creative thinker with a curious and adaptable mindset.
- Excellent written communication and storytelling skills.
- Comfortable attending events and capturing content during **evenings, weekends, and summer community activities**.
- Ability to work collaboratively with others, including coordinating content that incorporates animation elements.
- Detail-oriented and proactive in executing tasks independently.

Job Type: Part-time (8-12 Weeks)

Rate of pay: Starting at \$18.60 per hour

Schedule: 30 hours a week (A contract for equivalent project-based work may be negotiated based on applicant experience and availability.)

Interested applicants are invited to submit a cover letter and resume to the attention of the Hiring Committee, with the Subject line: **LAST NAME – Content Creator Summer 2026** to The Waterfront District BIA by email.

Posting is open until filled.

Applicants must be:

1. between 15 and 30 years of age (inclusive) at the start of employment;
2. a Canadian Citizen, permanent resident, or a person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act*; and
3. is legally entitled to work according to the relevant provincial/territorial legislation and regulations.

*International students are not eligible. Recent immigrants are eligible if they are Canadian Citizens or permanent residents.

Interested applicants are invited to submit a cover letter and resume to the attention of the Hiring Committee, with the Subject line: **LAST NAME – Content Creator Summer 2026**, to The Waterfront District BIA by email - wdbia.students@gmail.com. Posting is open until filled.

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We thank all applicants for their interest; however, only those selected for an interview will be contacted.