

Position available: **Program Coordinator – Smart Commute Central York**

Location: **Hybrid – 4 days per week (Monday-Thursday)**

Start date (tentatively): **September 14, 2026**

Application deadline: **Friday, August 12, 2026 at 4:30pm.**

BACKGROUND

Smart Commute Central York (SCCY) is a community-based program of the Municipality of York Region, in partnership with the town of Newmarket. We operate as a Transportation Management Association (TMA) managed by the Central York Chamber of Commerce.

SCCY serves Newmarket and East Gwillimbury through the Central York Chamber of Commerce, plus surrounding communities with sustainable commute options that meet their needs. In collaboration with Champions, local municipalities, and partners, we deliver innovative, cost-efficient Transportation Demand Management (TDM) strategies that contribute to community and sustainability goals and local policy priorities.

POSITION SUMMARY

SCCY has a dynamic opportunity available for an outgoing, self-motivated, high-energy individual interested in becoming the Smart Commute Program Coordinator. The successful candidate will be responsible for the ongoing marketing, communications, and program coordination.

This entry-level position will report to the President & CEO of Central York Chamber of Commerce.

RESPONSIBILITIES

Project Coordination

- Support the program with the delivery of sustainable commute initiatives, including transportation surveys, carpool parking pass program, webinars, outreach activities, annual campaign and tailored events at key workplaces and within the surrounding communities;
- Assist with the Smart Commute Trip Tool for data collection and reporting;
- Demonstrate the ability to plan, coordinate, and execute events, including managing logistics, vendor relationships, venue coordination, timelines, and on-site event support;
- Conduct sustainable transportation research and support transportation initiatives that support program delivery and meet deliverables;
- Coordinate the planning and tracking of program activities, and compile program reports to improve the overall development and execution of TDM programs;

- Coordinate and collaborate with program stakeholders to support the successful planning, implementation, and delivery of campaigns, initiatives, and on-the-ground program activities.

Marketing & Communications

- Develop content for social media accounts and publishing schedule to enhance the delivery of the Smart Commute TDM projects, campaigns and custom programs;
- Content creation for the SCCY e-newsletter via Constant Contact;
- Manage all SCCY social media accounts, produce monthly social media analytics reports, and create, execute, and analyze cross-platform social media campaigns;
- Monitor campaign effectiveness, adjust strategy to ensure maximum results and report on outcomes;
- Develop presentations and key communications pieces for stakeholders;
- Create marketing collateral using Canva, Adobe, or other design application;
- Support ongoing update of the SCCY website, with HTML experience;
- Assist in the liaison with external vendors and sourcing quotes for digital marketing materials or promotional products;
- Support Central York Chamber of Commerce Colleagues initiatives as needed throughout the year.

QUALIFICATIONS

- Degree, diploma or equivalent experience in marketing, communications, business management, urban or regional planning;
- Proficiency and experience in Microsoft Office Suite;
- Proficiency and experience in HTML, Canva, Adobe Illustrator, InDesign, and Photoshop or other graphic programs is considered an asset;
- Excellent written and verbal communication skills are necessary;
- Experience in managing social media accounts, content creation and driving engagement
- Creativity and the ability to work effectively both independently and collaboratively;
- Exceptional attention to detail orientation, with the ability to prioritize and organize multiple projects, meet deadlines, problem-solve, and manage competing priorities;
- Ability to work independently in a remote environment while demonstrating initiative in a team environment;
- Experience planning and supporting public outreach events;
- Ability and willingness to travel to sites within Newmarket and surrounding areas (access to a vehicle is necessary for this position).

Employment type: one-year full-time contract position, with a 3-month probation

Salary Range: Commensurate with experience - **\$38,000 - \$42,000 range**

Applicant Instructions and for Further Information:

Interested applicants should e-mail a cover letter and resume to Carly Laxton-Oroz at carly@centralyorkchamber.com **no later than 4:30pm EDT on Friday, August 12, 2026.** Please include “Program Coordinator – Smart Commute Central York” in the subject line. Only those applicants deemed qualified will be contacted. Thank you.