

JOB DESCRIPTION:

Digital Service Squad Team Member

Killaloe Hagarty and Richards Township

Full-time, Temporary, Contract

Salary: \$21/hour, 35 hours/week

Digital Main Street is a program developed in partnership by the Province of Ontario, and FedDev. Digital Main Street (DMS) supports the growth of main street businesses by making the adoption of digital tools and technologies easy.

There are a couple key components to the DMS program which include:

1. The DMS platform (www.digitalmainstreet.ca), which helps main street businesses by providing them with a free digital assessment that recommends digital tools and technologies that can help them reach their goals, guides them on how to get started, along with connections to trusted vendors, product offerings and deals.
2. The Digital Service Squad that helps Main Street businesses on-board to the platform and activate easy-to-use free tools to get them started on their digital journey.
3. DMS Academy that supports the learning needs of businesses through workshops that tackle topics relevant to main street businesses.

The Digital Service Squad will be administered by the Township Killaloe Hagarty and Richards in partnership with the municipalities of Madawaska Valley, Bonnechere Valley, Brudenell, Lyndoch and Raglan and North Algona Wilberforce. We are currently seeking outgoing, enthusiastic, qualified candidates for the position of Digital Service Squad – Team Member. This is a unique opportunity to support the growth of one of the most innovative economic development programs.

As a member of the Digital Service Squad, you will be a key contributor to the success of the platform and the growth of the program as a whole. The Digital Service Squad member will work directly with each township and will be assigned to work remotely with local stores in the designated area(s) and in the future, will be required to work independently within the community.

The focus of the role is to work one-on-one with identified main street businesses and provide the following services:

1. On-boarding Assistance
 - Conduct pre-business visit research to best understand the BIA/neighborhood and the business(es).
 - Work with the Program Administrator and local municipal representatives to set appointments to on-board main street businesses to the DMS platform.

- Walk-through the on-boarding survey with the business owner and use appreciative inquiry methods to best understand their business goals and how digital tools/technology can assist them in meeting their goals.

- Assist the business in staying in touch with DMS by subscribing to the e-newsletter and social channels.

2. Advisory Services

- Once the business has been on-boarded to the DMS platform, the Team Member will walk through the Digital Assessment and Recommendations with the business owner.

- The Team Member will assist the business owner in identifying their first priorities and the first digital tools/technology they want to activate.

- The Team Member will also review vendor recommendations made through the platform and lead the business owner to relevant deals/discounts on the platform.

3. Activation/Implementation Services

- The Team Member will activate and implement free, easy-to-use digital tools and technologies that businesses would like to use (i.e.: Building a Shopify store using the extended 90-day free trial, activating social media accounts, etc.).

- The Team Member may also provide some resources (articles, links, how-to guides) available through secondary sources that can help the business owner learn more about a tool that has been activated, or subject matter of interest.

4. Reporting and Feedback

- Team Members must complete their field notes and report on a weekly basis to the Digital Service Squad Manager and Program Manager.

- Team Members must attend Team Meetings as set out by the Service Squad Manager.

- Halfway through the employment term, an interim performance evaluation will occur to ensure fit. The Team Member may be required to attend webinars, workshops and events related to DMS. The purpose of which is to communicate the benefits of the program to business owners and to on-board them to the platform. There may be other duties, as required, that will be discussed with the Team Member should they arise.

Qualified applicants will:

- Possess strong communications skills (*written and verbal*).

- Possess strong interpersonal and relationship building/relationship management skills.

- Possess excellent organizational and time management skills.

- Have experience in a sales role and/or marketing environment.

- Be able to work independently in the designated region

- Be familiar with digital technologies for small business (e.g.: web, social media, e-commerce, etc.),
- Be able to use basic software and collaboration tools such as Microsoft Office Suite (Word, Excel, Outlook, Power Point) and Slack.
- Previous experience with online and offline marketing is considered a strong asset.
- Previous experience working with small businesses in BIAs is considered an asset.
- Personal transportation and valid driver's license (*Milage will be subsidized*).