



## Digital Main Street Program Manager – Alberta

Digital Main Street is a program developed in partnership by the Toronto Association of Business Improvement Areas (TABIA) and the City of Toronto. Digital Main Street supports the growth of main street businesses by making the adoption of digital tools and technologies easy.

Digital Main Street is currently seeking a Program Manager to oversee the implementation of the Digital Main Street program in Alberta. This is a unique opportunity to continue supporting the growth of one of Canada's most innovative economic development programs. The Digital Main Street program is the first of its kind globally and has experienced excellent traction since its launch in June, 2016.

There are five components to the Digital Main Street program which include:

1. **Digital Main Street platform** ([www.digitalmainstreet.ca](http://www.digitalmainstreet.ca)) 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** (a 'geek squad' for Main Street) that helps 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.
4. **DMS Lab** that enables early-stage startups to pilot their products/services with main street businesses in a BIA in Toronto.
5. **ShopHERE** provides businesses a quick, easy, and no-cost way to get selling online right away.

At this time, Digital Main Street is positioning itself for continued growth opportunities. The role of the Alberta Program Manager will be twofold – to oversee the ongoing implementation of the program and to ready the program for continued growth.

The Program Manager - Alberta is a one year contract with the Toronto Association of Business Improvement Areas (TABIA) and will be responsible for:

- **Program Planning, Measurement and Evaluation:**
  - Maintain a project plan for all aspects of the Digital Main Street program to ensure targets and budgets are met.
  - Review analytics, data and feedback on the program to inform growth and direction.
- **Platform Development:**
  - Liaise with the Digital Main Street managing lead, leadership team and website developers to complete projects that improve the platform based on user feedback and web analytics.

- **Relationship Management/Partner Engagement:**
  - *Partner Engagement:* Consistently engage with Business Link, our primary partner in Alberta to ensure accurate and successful roll out of program across Alberta.
  - *Stakeholder Engagement:* Consistently engage with Stakeholders in Alberta to market the program to their members.
  - Explore new strategic partnerships that can be brought to the Managing Lead for potential engagement
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- **Oversight of Alberta team**
  - Working with the existing team including the: Managing Lead, ShopHERE Program Manager, and DSS Program Manager to oversee implementation of the team in Alberta
    - This includes line of sight into students hired as part of ShopHERE to execute website builds (in collaboration with ShopHERE Program Manager)
    - This also includes the ShopHERE Program Coordinator and DSS Program Coordinators who will report to their respective Program Managers but have a dotted line relationship with you in this role.
  - Collaborating with agency partners and anyone else involved to ensure recruitment, training, and onboarding of students is successful
  - Working with the team to ensure quality assurance through ongoing feedback and program review.

Digital Main Street is currently seeking qualified applicants that can demonstrate the following:

- Have a minimum of 3-5 years of experience in Project Management, and can keep a complex program such as Digital Main Street moving on time and on budget.
- Have experience in program development, measurement and evaluation.
- Have a proven track record of managing multiple stakeholders and relationships.
- Previous experience managing a high performing team
- Possess strong communications skills (both written and verbal) and interpersonal skills.
- Previous experience in a sales role and sales or marketing environment is considered a strong asset.
- Be familiar with digital technologies for small business (e.g.: web, social media, e-commerce, etc.) and the retail innovation landscape.
- Possess excellent organizational and time management skills.
- Previous experience working with small businesses and/or BIAs is considered an asset.

The Program Manager - Alberta will report to the Digital Main Street Managing Lead who is overseeing the entirety of the Digital Main Street program. This is a 35 hour per week, one year contract. Pending performance, there is the opportunity to renew this contract.

**\*Please submit your resume and cover letter to [darryl@digitalmainstreet.ca](mailto:darryl@digitalmainstreet.ca) with “Alberta Program Manager – Application” in the subject line.**

**\*Only candidates selected for an interview will be contacted.**