



## Coordinator – Digital Service Squad

Digital Main Street is a program developed in partnership by the City of Toronto and the Toronto Association of Business Improvement Areas (TABIA). Digital Main Street supports the growth of main street businesses by making the adoption of digital tools and technologies easy. The program has been profiled in the media recently by The Globe and Mail, the Toronto Star, BetaKit, Retail Insider, Profit Guide and Notable.

We are currently seeking a Coordinator – Digital Service Squad to aid in the implementation of a Digital Service Squad in municipalities across Alberta, and provide consulting support to ensure success - as part of a provincial expansion initiative. This is a unique opportunity to help grow one of Canada's most innovative economic development programs.

There are four 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. **Digital Main Street Academy** that supports the learning needs of businesses through workshops that tackle topics relevant to main street businesses.
4. **Digital Main Street Lab** that enables early-stage startups to pilot their products/services with main street businesses in a BIA in Toronto.

Digital Main Street is positioning itself for growth opportunities. The role of the Coordinator – Digital Service Squad will be responsible for driving activation of Digital Service Squads across Alberta through on-line training, consultation and support.

The Coordinator – Digital Service Squad is a one-year contract and will be responsible for:

- **Training and Onboarding of Digital Support Team members:**
  - Working with Program Manager to plan, schedule and implement training sessions and material for the Digital Support Teams
  - Conduct and coordinate DST training sessions throughout the course of the program.
- **Consulting and Support for Municipalities and Business Improvement Areas:**
  - Acting as main point of contact for municipalities, Business Improvement Areas, Small Business Enterprise Centres, Chambers of Commerce, etc. throughout the Province.
- **Administration/Logistics related to Digital Service Squad:**
  - Responsible for all tracking and reporting on the work of local Digital Service Squads across the province.

- Work with Manager – Digital Service Squad and assist in facilitating bi-weekly meetings to provide guidance and mentoring for Digital Service Squad regarding objection handling, best practices, etc.

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

- Have a minimum of 2 years experience in Project Management and/or Program Management.
- Have a proven track record of managing multiple stakeholders and relationships.
- Possess strong communications skills (both written and verbal) and interpersonal skills.
- Be familiar with digital technologies for small business (e.g.: web, social media, e-commerce, etc.) and the retail innovation landscape in Toronto.
- Possess excellent organizational and time management skills.
- Previous experience in sales, business development role and/or marketing environment is considered a strong asset.
- Previous experience in a consulting role/environment considered a strong asset.
- Previous experience working with small businesses and/or BIAs is considered an asset.

Other requirements:

- During COVID-19, the Coordinator – Digital Service Squad is assigned to work remotely with DMS colleagues and partners.

The coordinator – Digital Service Squad will report to the Program Manager. This is a full-time (35 hour per week), one year contract. Pending satisfactory performance, there is the opportunity to renew this contract.

Please submit your resume\* and cover letter to [lucila@digitalmainstreet.ca](mailto:lucila@digitalmainstreet.ca) with “Alberta Coordinator – Digital Service Squad– Application” in the subject line.

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