

## Digital Main Street ShopHERE Program Coordinator - Alberta

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.

Digital Main Street is currently seeking a Program Coordinator to help with the implementation of the ShopHERE 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 main 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 ShopHERE Program Coordinator will be to support the ongoing implementation of the program in Alberta.

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

- **Program Execution and Development**
  - Working with the Alberta Program Manager, ShopHERE Program Manager and ShopHERE team to ensure successful role out of program across Alberta.
  - Process program sign-ups and implement nurture strategies for engaging deals in the ShopHERE pipeline.
  - Working with the marketing team to ensure development of collateral for partners on a regular basis, manage forecasting and reporting on activities for ShopHERE Program Manager.
  - Develop and distribute marketing collateral unique to the region's small business needs; webinars, newsletter promotion, media releases, etc., and review external use of ShopHERE branded collateral.
  - Deliver regular information sessions to regional partners, small business networks, and the public.

- Liaise with program partners to support the team with technical requests, training material, and marketing initiatives.
- Review and approve online stores, organize success story features, and panel events.
- Be the primary point of contact for day-to-day inquiries from businesses regarding ShopHERE.
- **Program Planning, Measurement and Evaluation:**
  - Work within the project plan for all aspects of the Digital Main Street ShopHERE program to ensure targets are met.
  - Review analytics, data and feedback on the program to inform growth and direction.
  - Provide reporting as requested to municipal and BIA partners.
- **Team Coordination**
  - Coach and oversee team of ShopHERE eCommerce Coordinators towards program goals.
  - Crisis management – identify issues with program delivery and develop solutions.
  - Provide bi-weekly updates on personnel.
  - Identify gaps in training and implement additional resources or coaching.
  - Lead onboarding sessions for new team members.
- **Relationship Management/Partner Engagement:**
  - *BIA Engagement:* Consistently engage with BIAs to market the program to their members.
  - *Municipal Engagement:* Consistently engage with municipalities to market the program to their businesses
  - Explore new avenues to grow the ShopHERE program

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

- Have a minimum of 2-4 years of experience in Project Management, and can keep a complex program such as ShopHERE moving on time.
- Have experience in program development, measurement and evaluation.
- Have a proven track record of managing stakeholders and relationships.
- 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.
- Have leadership experience – has supervised a large team, collaborated in a remote team environment.
- Possess excellent organizational and time management skills.
- Previous experience working with small businesses and/or BIAs is considered an asset.

The ShopHERE Program Coordinator will report to the ShopHERE Program Manager who is overseeing the ShopHERE program. This is a 35 hour per week, one-year contract. Pending performance, there is the opportunity to renew this contract. **Please note delivery of this role will be done virtually from home and it is a remote position.**

Please submit your resume and cover letter to [info@digitalmainstreet.ca](mailto:info@digitalmainstreet.ca) with “ShopHERE Program Coordinator Alberta – Application” in the subject line. Only candidates selected for an interview will be contacted.