Digital Main Street – Data Analyst

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 seeking a hands-on, detail oriented and motivated Data Analyst to join our team, supporting the measurement and development of Audience, Reporting, and Insights.

In this role, the Data Analyst will be responsible for developing goal-driven reports for multiple regions and teams. The successful candidate will be able to turn data into insight, with a focus on thoughtful analysis and actionable intelligence for stakeholders. We are looking for a data storyteller who can identify and interpret trends from a variety of sources, and give meaning to the numbers. The data analyst will also focus on how to tell the story of Digital Main Street's impact on supporting small businesses across Canada.

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

1. **Digital Main Street platform** (**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 Data Analyst will be twofold – to oversee the ongoing implementation of reporting, analytics and insights, as well as continuing to ready the program for continued growth. The Data Analyst is a one year contract with the Toronto Association of Business Improvement Areas (TABIA).

Requirements

- 2-3 years' experience working with large data sets to derive insights and analysis
- Demonstrated proficiency and experience utilizing HubSpot CRM reporting, workflows, and other tools to build out business processes and internal workflows.
- Advanced SQL skills (Asset: Experience with BigQuery, Google Data Studio, and GCP)
- Strong business acumen and ability to translate business needs into data requirements
- Strong expertise with business reporting, forecasting and providing insights to business decisions through data

Nice to Have

- Proficiency with analytic tools such as Looker, Tableau, or similar
- Undergraduate (or higher) degree in a quantitative field (Mathematics, Science, Eng, or Social Sciences).

Important Qualities

- Desire to continuously learn how to implement the latest technologies and analytical tools into our tech stack
- A passion to improve the financial lives of Canadian small business owners through innovative use of technology and data-driven systems
- Open and transparent communication
- Ambition to continuously improve self
- Willingness to learn new data systems
- Ability to take directions and to communicate issues
- Ability to work independently
- Great attention to data accuracy and integrity
- You are self-motivated and detail-oriented
- Ability to work in a fast-paced environment and embrace rapidly changing environment with the ability to manage well through ambiguity and complexity

The Data Analyst 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 with "Data Analyst – Application" in the subject line.

*Only candidates selected for an interview will be contacted.