

eCommerce Program Manager

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 is built around an online learning platform, structured training programs and the Digital Service Squad, a team of street-level team members who help main street businesses grow their operations through technology. Digital Main Street 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 motivated and detail-oriented eCommerce Program Manager to aid in the delivery of Digital Main Street's eCommerce programming administered in Ontario. The position will be reporting to the Senior Manager, Program Operations. It is a unique opportunity to impact multiple areas of the organization. It will include liaising with both public and private partners, supporting program growth and development, program reporting, and supporting the execution of overall program delivery. This is an exciting opportunity to join one of Canada's most innovative economic development programs supporting small businesses with digital adoption across Ontario.

The eCommerce Program Manager is a full-time (35 hours per week), one year contract with potential for extension.

Responsibilities

Program Execution and Development:

- Project management and oversight for all aspects of our Ontario eCommerce programming, to ensure successful implementation of the program
- Develop and implement program plans, objectives, timelines, and deliverables in conjunction with DMS Management, program staff, partners, and external stakeholders to ensure targets and budgets are met
- Evaluate effectiveness of existing program framework and identify areas for improvement
- Oversee implementation of marketing strategy to ensure campaign efficiency, and program targets are being met
- Review analytics, data and feedback to inform program growth and direction
- Explore new strategic partnership to enhance DMS e-commerce programming
- Maintain program budgets and reporting schedules
- Be the primary point of contact for day-to-day inquiries from businesses regarding eCommerce programming
- Supervise the eCommerce Program Coordinator's, whose primary roles are to support the program operations and growth

Program Planning, Measurement and Evaluation:

- Review analytics, data and feedback on the program to inform growth and direction
- Provide reporting as requested to funding partners (federal and provincial), as well as municipal and BIA partners

Relationship Management/Partner Engagement:

- **Partner Engagement:** Consistently engage with public and private partners of DMS to market the program to small business audiences
- **Municipal Engagement:** Consistently engage with municipalities to market the program to their businesses
- Explore new avenues to grow the eCommerce programs

Qualifications

- A degree or diploma in Sales and Marketing, Business Management, Small Business and Entrepreneurship, or E-Commerce, or an equivalent blend of education and business-related experience
- Minimum of 3-5 years of experience in program development, management, business administration, project management
- Experience with working in a professional environment and managing a high-performing team, stakeholders and relationships
- Excellent communication skills, including effective listening and the ability to communicate clearly both verbally and in writing
- Possess excellent organizational and time management skills
- Previous experience working with small businesses and/or BIAs is considered an asset
- Be familiar with digital technologies for small business (e.g.: web, social media, e-commerce, etc.)
- Ability to work in French is considered an asset, as well as additional languages

Other requirements:

- The eCommerce Program Manager will be working in a hybrid work environment with DMS colleagues and partners and must be based in Ontario.

What We Can Offer You:

- Competitive remuneration in-line with industry standards
- **Shape the Community:** Be a part of a young, talented, driven, and fun team working hard to make a difference within the small business community

Digital Main Street is an inclusive employer. We encourage applications from all qualified candidates and will accommodate applicants' needs under the respective provincial human rights codes throughout



all stages of the recruitment and selection process. We thank all applicants in advance for their interest; however, only qualified candidates will be contacted for an interview.

Please email careers@digitalmainstreet.ca with your resume and cover letter and include “**eCommerce Program Manager**” in the subject line.