

eCommerce Program Coordinator

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 two motivated and detail-oriented eCommerce Program Coordinators to aid in the delivery of the Digital Main Street Program administered in Ontario. The position will be reporting to the eCommerce Program Manager. This position is to support our Ontario eCommerce programming which includes ShopHERE powered by Google and Canada Digital Adoption Program. 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 Coordinator is a full-time (35 hours per week). We are hiring for a one-year contract with potential for extension as well as a 7-month contract covering a parental leave with potential for extension..

Responsibilities

Program Execution and Development:

- Work with the Digital Main Street eCommerce Program Manager to ensure successful role out of program across Ontario.
- Process program sign-ups and implement nurture strategies for engaging deals in the pipeline.
- Coordinate with the marketing team to ensure development of collateral for partners on a regular basis, manage forecasting and reporting on activities for DMS eCommerce 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 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 eCommerce projects, organizing success story features, and panel events.

- Be the primary point of contact for day-to-day inquiries from businesses regarding eCommerce programming.

Program Planning, Measurement and Evaluation:

- Work within the project plan for all aspects of the Digital Main Street eCommerce 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.

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 eCommerce programs.

Team Coordination:

- Coaching and overseeing team of eCommerce Advisors towards program goals.
- Crisis management – identifying issues with program delivery and developing solutions.
- Providing bi-weekly updates on personnel.
- Identifying gaps in training and implement additional resources or coaching.
- Leading onboarding sessions for new team members.

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 2-3 years of experience in business administration, project management and/or customer service.
- Experience with working in a professional environment and managing 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 Coordinator will be working remotely 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 Coordinator" in the subject line.