



Program Coordinator, Digital Economy Program

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 motivated and engaging Program Coordinator, Digital Economy Program Reporting to the Program Manager – Alberta, this role will aid in the delivery of the Digital Economy Program. The Digital Economy Program is a partnership between Digital Main Street and Business Link that is supporting small businesses across Alberta in their adoption of digital technologies. This is a unique and exciting opportunity to join one of Canada's most innovative economic development programs supporting small businesses with digital adoption across Alberta.

The Program Coordinator, Digital Economy Program is a full-time (35 hours per week), temporary contract ending on October 31, 2024.

Responsibilities

Administration/Logistics related to Digital Economy Program:

- Ensure accurate and timely entry of data into the CRM system to maintain organized records of program activities and participant information.
- Analyze program data and provide insights that can drive improvements within the program, making data-driven decisions.

Training and Onboarding of Digital Support Squad members:

- Conduct and coordinate online training sessions for the Digital Service Squads, ensuring they are equipped with the necessary knowledge and tools to support small businesses effectively.
- Facilitate and coordinate meetings with the Digital Service Squads to exchange best practices and collectively address challenges they encounter in their respective teams.

Consulting and Support for program partners:

- Build and maintain relationships with program partners, including municipalities, Small Business Enterprise Centres, Chambers of Commerce, and similar entities.

Program Marketing and Content Development

- Enhance Digital Main Street's brand awareness and profile through effective online campaigns, utilizing various social media platforms and digital marketing strategies.
- Write engaging and creative stories, as well as compelling social media posts, showcasing the successes and milestones achieved within the program.

Other related duties:

- Perform miscellaneous job-related duties as assigned.

Qualifications

- Strong communication abilities, including active listening, and the capability to articulate ideas verbally and in writing.
- Exceptional creative writing skills to effectively communicate success stories and create engaging social media content.
- Be familiar with digital technologies for small business (e.g.: web, social media, e-commerce, etc.)
- Experience in organizing and facilitating online training sessions.
- Understanding of digital marketing, online campaign management, and proficiency in various social media platforms.
- Proven track record in managing multiple stakeholder relationships to foster collaboration and program success.
- Excellent organizational and time management skills to handle various tasks efficiently.
- Previous experience in sales, business development role and/or marketing environment is considered a strong asset.
- Previous experience working with small businesses and/or BIAs is considered an asset.

Other requirements:

- The Program Coordinator – Digital Economy Program will be working remotely with DMS colleagues and partners, and preference will be given to candidates based in Alberta.

What We Can Offer You:

- Competitive remuneration in-line with industry standards
- Strengthening Health & Wellbeing: Full benefits package after the completion of 3 months, including 100% Employer paid Extended Health Benefits, Vision Care, Dental coverage, and Employee and Family Assistance Program.
- 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 **“Program Coordinator – Digital Economy Program”** in the subject line.