

Digital Main Street Squad Services Team Member Job Description

The Waterfront District BIA is currently seeking outgoing, enthusiastic, qualified candidates for the position of local Digital Service Squad – Team Member. This is a unique opportunity to support the growth of main street businesses within the 4 BIAs within the City of Thunder Bay.

As a **member of the Digital Service Squad**, you will be a key contributor to the success of the platform and the growth of the program as a whole. The Digital Service Squad is assigned to 4 of the Business Improvement Areas (BIAs) / Business Associations within Thunder Bay and will be required to travel independently between them.

The focus of the role is to work one-on-one with main street businesses and provide the following services:

1. On-boarding Assistance

- Conduct pre-business visit research to best understand the BIA/neighbourhood and businesses.
- Working with the BIA Co-ordinator to set-appointments or go door-to-door to onboard main street businesses to the Digital Main Street platform.
- Walk-through the on-boarding survey with the business owner and use appreciative inquiry methods to best understand their business goals and how digital tools/technology can assist them in meeting their goals.
- Assist the business in staying in touch with Digital Main Street by subscribing to the e-newsletter and social channels.

2. Advisory Services

- Once the business has been on-boarded to the Digital Main Street platform, the Team Member will walk through the Digital Assessment and Recommendations with the business owner.
- The Team Member will assist the business owner in identifying their first priorities and the first digital tools/technology they want to activate.
- The Team Member will also review vendor recommendations made through the platform and lead the business owner to relevant deals/discounts on the platform.

3. Activation/Implementation Services

- The Team Member will activate and implement free, easy-to-use digital tools and technologies that businesses would like to use (i.e.: Building a Shopify store using the extended 30 day free trial, activating social media accounts, etc.).
- The Team Member may also provide some resources (articles, links, how-to guides) available through secondary sources that can help the business owner learn more about a particular tool that has been activated, or subject matter of interest.

4. Reporting and Feedback

- Team Members must complete their field notes and report on a weekly basis to the Digital Main Street Program Co-ordinator and Program Manager.
- Team Members must attend Team Meetings as set out by the Program Manager.

- Halfway through the employment term, an interim performance evaluation will occur to ensure fit.

The Team Member may be required to attend workshops and events related to Digital Main Street. The purpose of which is to communicate the benefits of the program to business owners and to on-board them to the platform. There may be other duties, as required, that will be discussed with the Team Member should they arise.

Qualified applicants will:

- Possess strong communications skills (written and verbal).
- Possess strong interpersonal and relationship building/relationship management skills.
- Possess excellent organizational and time management skills.
- Have experience in a sales role and/or marketing environment.
- Be able to travel and work independently in various BIAs/BAs in Thunder Bay.
- Be familiar with digital technologies for small business (e.g.: web, social media, e-commerce, etc.),
- Be able to use basic software and collaboration tools such as Microsoft Office Suite (Word, Excel, Outlook, Power Point) and Slack.
- Previous experience with online and offline marketing is considered a strong asset.
- Previous experience working with small businesses in BIAs/BAs is considered an asset.

This position is a contract with The Waterfront District BIA to March 15, 2020.

Interested applicants are invited to submit a cover letter and resume to the attention of the Hiring Committee, The Waterfront District BIA by email to thewaterfrontdistrict@tbaytel.net.

Posting closes: September 12th, 2019 at 4:30pm.

We thank all applicants for their interest; however, only those selected for an interview will be contacted.