



## Job Posting - Digital Main Street Coordinator

The Ontario Digital Main Street Initiative expands the previously existing Digital Main Street program developed in partnership by the City of Toronto and the Toronto Association of Business Improvement Areas (TABIA). Thanks to a renewed investment in the Ontario Digital Main Street program from both the federal and provincial governments, even more of the province's main street small businesses will be able to take full advantage of digital technologies and e-commerce platforms to increase their revenues and create jobs.

The four main components of the Ontario Digital Main Street program include:

- 1. Digital Transformation Program:** Upon completion of their digital assessment and online training, businesses may apply for a \$2,500 grant to offset costs as outlined in their Digital Transformation Plan and budget. These funds are available to help businesses strategically adopt technology and meet their digital goals.
- 2. Digital Service Squad Program:** Digital Service Squads are digital technology specialists in an area or region of Ontario who deliver one-on-one assistance to main street small businesses. These Digital Service Squads can be set up by BIAs, municipalities, Chambers of Commerce or Small Business Enterprise Centres that may apply for funding based on the number of businesses within their designated commercial downtown area.
- 3. Access to Support:** Ongoing support including access to basic digital services, a list of vendors that can identify technologies and tools businesses need to be digitally ready, and other resources such as assessments, articles, best practices, etc.
- 4. Digital Training (online and in-person):** Webinars and workshops focusing on specific digital technologies and strategies, including e-commerce, social media, and website development.

The Town of Prescott, along with its project partners, is currently seeking outgoing, enthusiastic, qualified candidates for the position of Digital Main Street Coordinator. The DMS Coordinator will be responsible for the delivery of Digital Main Street programs in the Town of Prescott and the Townships of Augusta and Edwardsburgh Cardinal. This is a unique opportunity to support the growth of one of the area's most innovative and successful economic development programs.

As a member of the Digital Service Squad (DSS), the Digital Main Street Coordinator will be a key contributor to the success of the platform and the growth of the program as a whole. The Digital Main Street Coordinator is assigned to South Grenville (Town of Prescott and Townships of Augusta and Edwardsburgh Cardinal) and will be required to independently travel to and visit/service local businesses.

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

### **Duties / Responsibilities**

#### **1. On-boarding Assistance**

- Conduct pre-business visit research to best understand the BIA/neighbourhood and businesses.
- Working with the BIA, if applicable, to setup appointments and/or go door-to-door to onboard main street small 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 Digital Main Street Coordinator will walk through the Digital Assessment and recommendations with the business owner.
- The Digital Main Street Coordinator will assist the business owner in identifying their first priorities and the first digital tools/technology they want to activate.
- The Digital Main Street Coordinator 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 Digital Main Street Coordinator will activate and implement free, easy-to-use digital tools and technologies that businesses would like to use (i.e., building a basic website, activating social media accounts, etc.).
- The Digital Main Street Coordinator may also provide some resources (articles, links, how-to guides, webinars) 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**

- Digital Main Street Coordinators must complete their field notes and report on a weekly basis to the Digital Service Squad Administrator
- Digital Main Street Coordinators must attend team meetings as set out by the DSS Administrator.
- Digital Main Street Coordinators must submit monthly reports
- Digital Main Street Coordinator must ensure ALL DATA is entered on time and accurately within the Digital Main Street CRM (HubSpot)

## **5. Special Projects**

- Digital Main Street Coordinators will be responsible for leading the implementation of special projects and/or community-wide BIA initiatives (i.e. Google 360 photography)
- Digital Main Street Coordinators will work with their DSS Administrator to ensure successful activation of initiatives and increased Digital Main Street engagement
- Digital Main Street Coordinators will be available to help business owners develop their Digital Transformation Plan needed to apply for the Digital Transformation Grant, and can subsequently help to implement the plan if approved for the Grant.

## **6. Social Media Development**

- Working under the lead of the DSS Program Manager, team members will be responsible for assisting in the growth of all DMS social media channels, as well as curating content and photos to be used accordingly.
- This includes but is not limited to: curating multiple social media posts every week, coming up with new ways to engage our audience on social, and helping with social media development at DMS events as needed.
- Primary social media platforms include Facebook, Instagram and TikTok.



The Digital Main Street Coordinator 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 Digital Main Street Coordinator should they arise.

The Digital Main Street Coordinator will have the opportunity to interface directly with the BIAs and the Digital Main Street corporate partners. All successful candidates will receive training on the program and if applicable, from the corporate partners, prior to in-field deployment. Local health conditions allowing, the majority of time spent will be in the field working with businesses.

**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
- Be familiar with a marketing environment and/or consulting/sales role
- Be able to travel to and work independently (or remotely) with local businesses
- Be familiar with digital technologies for small business (e.g., web, social media platforms, e-commerce, etc.)
- Be able to use basic software and collaboration tools such as Microsoft Office Suite (Word, Excel, Outlook, Power Point), graphic design, Slack & Hubspot
- Possess a Driver's License valid in the Province of Ontario

**Position Details:**

Position: Digital Main Street Coordinator

Employment Type: Temporary Full Time (Contract)

Location: In-person (Prescott Museum & Visitor Centre, 202 King Street West) with local travel to businesses required

Start Date: March 13<sup>th</sup>, 2023

Reports To: Town of Prescott directly, and indirectly to Townships of Augusta & Edwardsburgh Cardinal and the Prescott BIA

Rate of Pay: \$22.00 per hour, 35 hours per week

Contract Term: Approximately March 13<sup>th</sup>, 2023 to March 31<sup>st</sup>, 2024

**Education and Experience:**

- College or University Diploma/Degree or an equivalent, from Business Administration, Marketing, Communications, Public Relations, Sales or related program field is preferable
- Previous experience with marketing, social media and graphic design is considered a strong asset
- Previous experience working with small businesses in BIAs and/or Municipal/Government experience is considered an asset

**Working Conditions / Job Environment:**



EDWARDSBURGH CARDINAL



The Digital Main Street Coordinator will primarily be located in an office environment at the Prescott Museum & Visitor Centre (202 King Street West, Prescott) and will be required to independently travel to and visit/service local businesses and may be required to work outside regular business hours on occasion.

### **Application Guidelines:**

Application Deadline: March 6<sup>th</sup>, 2023 by 12:00pm EST

Submit resume/cover letter to Human Resources Department, Town of Prescott

Email: [hr@prescott.ca](mailto:hr@prescott.ca)

Mail/In-Person:

Attention to - Human Resources Department

Prescott Town Hall, 360 Dibble St. W PO Box 160 Prescott, ON K0E 1T0

The Town of Prescott, Townships of Augusta and Edwardsburgh Cardinal are equal opportunity employers. Accessibility accommodations are available for all parts of the recruitment processes. Applicants need to make their needs known in advance. We thank all applicants for their interest and only those individuals selected for an interview will be contacted. Information is collected solely for the purpose of job selection under the provisions of the Municipal Freedom of Information and Protection of Privacy Act. Successful applicants will be required to provide the Employer with a Criminal Record Check, including Vulnerable Sector where required, and driver's abstract.

Thank you for your interest in this position.