

Burlington Economic Development Job Description

Position: Main Street Ambassador

Current Job Rating: \$30 per hour

Contract: 12 Months Full Time

About Burlington Economic Development

Burlington Economic Development (Burlington EcDev) is an agency of the City of Burlington that exists to promote economic growth in our city. In 2019, Burlington was named by Maclean's magazine as the number one community in Canada. We're very proud of this, and although we've known it for years, we're thrilled to see Burlington recognized in this way.

The team at Burlington EcDev works to attract high-value companies to our city, support the expansion of existing businesses, and encourage the start-up and growth of new companies. We work closely with local stakeholders to grow and sustain Burlington's competitive and prosperous community. We work with all levels of government, and act as a liaison with the private sector to advocate and support the growth of our economy.

During the COVID-19 pandemic, we have placed significant emphasis on working collaboratively with our partners at Team Burlington (Burlington Chamber of Commerce, Burlington Downtown Business Association, Aldershot Village BIA, and Tourism Burlington) to support the local business community in surviving the pandemic and in preparing for long-term economic recovery. Our work has focused on government advocacy as well as delivering impactful programs and resources that support businesses across all industries, especially those in the hardest hit sectors of retail and hospitality. As part of our economic recovery strategy we are implementing the My Main Street Program in Burlington to help support our local main street businesses as they recover during and following the Covid-19 pandemic.

About Burlington Downtown Business Association (BDBA)

The Burlington Downtown Business Association (BDBA) is a Local Board of the City of Burlington. Incorporated in 1979 the organization manages one of two BIA's (Business Improvement Areas) in the City of Burlington.

The BDBA Board has a statutory mandate to "oversee the improvement, beautification and maintenance of municipally-owned lands, buildings and structures in the Area, beyond such improvement, beautification and maintenance as is provided at the expense of the municipality generally, and the promotion of the area as a business, shopping or dining district"

The BDBA enjoys a cooperative working relationship with Team Burlington partner Burlington Economic Development. We share a joint interest in the health of the small business communities in Burlington and are dedicated to enhancing their growth prospects. Both partners work cooperatively to our strengths, to attract high-value retailers to our core areas and maintain a competitive environment for start-ups and sole proprietors. Through the provision of hands-on business advisory support for small business entrepreneurs the My Main Street program will add value to the broader strategy of Burlington's economic recovery.

MAIN STREET AMBASSADOR SUMMARY:

My Main Street aims to revitalize neighborhood main streets with a healthy retail mix, while generating inclusive local economic opportunities. The heart of the My Main Street Accelerator is the Main Street Ambassadors Program. The Main Street Ambassador is a professional with a keen interest in Community Economic Development, who will connect the municipality, the community, and main street businesses with wraparound supports and resources offered by My Main Street and other community partners.

Full time 12-month contract. Work will be remote and in-person along the identified main street community. In-person work to be conducted in accordance with all Public Health and Halton Region guidelines. The My Main Street Accelerator is a program of EDCO (Economic Developers Council of Ontario) funded by the Government of Canada.

My Main Street is committed to ensuring that qualified applicants who are members of traditionally marginalized and equity-seeking groups, from a broad range of communities are prioritized in being hired as Main Street Ambassadors.

POSITION SUMMARY:

As a Mainstreet Ambassador you will be a key contributor to the success of the community and the growth of the My Mainstreet Program. This will be done in conjunction with Burlington Economic Development, the Burlington Downtown Business Association, the Aldershot Business Improvement Area, and the City of Burlington.

Duties / Responsibilities

1. Relationship Management and Community Engagement

- Conduct in-depth one-on-one consultations with small business clients along the identified main street community.
- Provide analysis and assessment of client business models, marketing, operational strategies, and provide targeted recommendations and connections to available programs to improve or start their business.
- Build local small business advocacy networks to support small business clients along the identified main street community.
- Identify and recommend niche retailers to locate future operations in the main street community pursuant to the completion of the Community Profile
- Conduct outreach to underserved client populations (i.e. Indigenous, youth, new immigrant and women) to establish business opportunities along the identified main street community.
- Assist companies in solving and remedying issues that are currently inhibiting their success within their business community.

2. Program Delivery and Reporting

- Implement My Main Street Accelerator programming and deliverables locally, including administration of non-repayable contribution applications and recruitment of local businesses.
- Work with the local municipality to identify local opportunities and potential clients.
- Ensure that program targets are met through excellent client service and project management.
- Using the tools provided, keep accurate and thorough records of required metrics.

3. Ongoing Collaboration and Improvement

- Participate in regular meetings of the Main Street Ambassador Network to contribute insights and suggestions that can be adapted and repurposed.
- Contribute success stories and best practices to amplify local impact.
- Support colleagues and team members across localities as needed.

All training for the program will be provided through both the Economic Development Council of Ontario, Burlington Economic Development, and the Burlington Downtown Business Association.

KEY ATTRIBUTES FOR THIS ROLE INCLUDE:

- Formal education in any of the following: economic development, community development, market research, marketing, sales, business development, or program management will be considered an asset
- Previous experience working with small businesses or BIAs is will also be considered an asset
- Entrepreneurial background or spirit.
- Possess excellent organizational and time management skills
- Natural connector, networker, relationship manager.
- Outstanding communicator - persuasive and enthusiastic presenter both live and virtually.
- Comfortable with uncertainty, flexible and willing to embrace change, able to work remotely and virtually.
- Be able to use basic software and collaboration tools such as Microsoft Office Suite (Word, Excel, Outlook, Power Point) and CRM software
- Strong personal initiative and motivation.
- Proven ability to work as a part of a team
- Creative problem-solver with the ability to think critically and focus on the bigger picture;
- Fluent English, additional languages an advantage.
- Possesses a valid Driver's License and has access to transportation

WORK ENVIRONMENT: 35-hour work week, standard office environment, with some site visits to non-office environments. Must provide own transportation. Some evening and weekend work may be required. Due to current COVID-19 restrictions the majority of time will be spent working remotely and using Zoom, Microsoft Teams and other digital communications channels.

APPLICATION PROCESS: To apply for the position please submit a cover letter and resume to Andrew.Elliston@burlington.ca by January 13, 2022.

We will only be contacting those we select for an interview. Thank you for your interest!