

Burlington Economic Development - Digital Service Squad Team Member Job Description

Position: Digital Service Squad Team Member

Current Job Rating: \$20 per hour

Contract: 18 months

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.

DIGITAL MAIN STREET SUMMARY

The Ontario Digital Main Street program supports the province's main street small businesses 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.

We are currently seeking an outgoing, enthusiastic, qualified candidate for the position of Digital Service Squad -Team Member. This is a unique opportunity to support the growth of one of the province's most innovative economic development programs.

POSITION SUMMARY:

As a member of the Digital Service Squad (DSS), you will be a key contributor to the success of the platform and the growth of the program. The focus of the role is to work one-on-one with main street small businesses and provide the following services:

Duties/Possibilities

1. On-boarding Assistance

- Conduct pre-business visit research to best understand the neighbourhood and businesses.
- 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 thee-newsletter and social channels.

2. Advisory Services

- Once the business has been on-boarded to the Digital Main Street platform, the DSS Member will walk through the Digital Assessment and recommendations with the business owner
- The DSS Member will assist the business owner in identifying their first priorities and the first digital tools/technology they want to activate.
- The DSS 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 DSS Member 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 DSS Member 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

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

5. Special Projects

- DSS Member will be responsible for leading the implementation of special projects and/or community-wide BIA initiatives (i.e., Google 360 photography)
- DSS Member will work with the DSS Administrator to ensure successful activation of initiatives and increased Digital Main Street engagement
- DSS Member 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.

The DSS 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 DSS Member should they arise.

All successful candidates will receive training on the program, prior to in-field deployment. The majority of time spent will be in the field working virtually 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
- Have experience in a sales role and/or marketing environment

- 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, 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 is considered an asset

KEY ATTRIBUTES FOR THIS ROLE INCLUDE:

- A Degree associated with Business, Marketing, Communications, or MBA, and/or diploma or post-graduate certificate in a similar area
- Self-directed and motivated with an ability to manage priorities and ensure deliverables are met in a timely and professional manner
- 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

All City of Burlington staff are required to be fully vaccinated as a condition of hire in accordance with the City's COVID-19 Staff Vaccination Policy. To learn more about the policy, please click on the following link: <https://www.burlington.ca/en/your-city/career-opportunities.asp>

DURATION: Beginning June 2022 till March 2024

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.

APPLICATION PROCESS: To apply for the position, please submit a cover letter and resume to izabela@techplace.ca by Midnight on June 15, 2022

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