

Digital Service Squad – Team Member

Reports to: PBIA Manager

Type: Full-time, contract 37.5 hrs/wk.

Compensation: \$16/hour

Start date: June 24, 2019

Contract Length: 12 weeks

The Pembroke Business Improvement Area is currently seeking outgoing, enthusiastic, qualified candidates for the position of Digital Service Squad – Team Member. This is a unique opportunity to support the growth of one of Toronto's most innovative economic development programs. The Digital Main Street program is the first of its kind globally and has experienced excellent traction since its launch in June, 2016.

Digital Main Street is a program developed in partnership by the Toronto Association of Business Improvement Areas (TABIA) and Ontario Business Improvement Area Association (OBIAA) and will be administered locally by the Pembroke Downtown Business Improvement Area. Digital Main Street supports the growth of main street businesses by making the adoption of digital tools and technologies easy.

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 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 Communications Manager 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 Manager
- Team Members must attend Team Meetings as set out by the Manager.

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.

The Team Member will have the opportunity to interface directly with the Digital Main Street corporate partners (Google, Mastercard, Microsoft, Yellow Pages, Shopify and Rogers Communications). All successful candidates will receive training on the program and from the aforementioned corporate partners prior to in-field deployment.

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
- 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.

Timeline

Training should be one day and will include a half-day webinar. It can be split into two half-days as well. This is planned for the week of June 24 – 28 or July 8 - 12, depending on availability. The Contract is for 12 weeks of paid work. Vacation pay will be included in each paycheck.

About the PBIA

The Pembroke Downtown Business Improvement Area (PBIA) is a non-profit organization that represents more than 150 businesses in the downtown core. Our mandate is to revitalize and maintain a dynamic local neighbourhood, and to promote the area as a business and shopping destination.

Please send your resume to pbia@downtownpembroke.ca We thank all applicants for their interest, however, only those selected for an interview will be contacted.