

Digital Main Street (DMS) Digital Service Squad Coordinator

The New Brunswick Association of Community Business Development Corporations (NBACBDC) is looking for two (2) dynamic, passionate, and motivated persons to fill the position of **Digital Main Street (DMS) Digital Service Squad Coordinator**.

As a **Digital Service Squad Coordinator**, you will be reporting to the **Senior Project Manager**, and you will be in charge of putting the Digital Service Squad (DSS) program into action and coordinating the team of DSS which will be comprised of students and/or recent graduates.

About the program:

The Digital Main Street Program will help small businesses in New Brunswick achieve digital transformation. The program is built around an existing online learning platform based in Ontario, and will allow grants (up to \$3,000) as well as access to a Digital Service Squad (DSS) to be implemented in New Brunswick with a team of street-level members who will help small businesses grow and manage their operations through technology.

Digital Main Street New-Brunswick supports the growth of main street businesses by making the adoption of digital tools and technologies easy.

There are four components to the Digital Main Street program which include:

1. **Digital Main Street platform** (www.digitalmainstreet.ca) helps main street businesses by providing them with a free digital assessment that recommends digital tools and technologies that can help them reach their goals, guides them on how to get started, along with connections to trusted vendors, product offerings and deals.
2. **The Digital Service Squad** (a 'geek squad' for Main Street) that helps businesses on-board to the platform and activate easy-to-use free tools to get them started on their digital journey.
3. **Digital Main Street Academy** that supports the learning needs of businesses through workshops that tackle topics relevant to main street businesses.
4. **Digital transformation grant** Provide and administer non-repayable contributions of up to three thousand dollars (\$3,000) to individual main street small businesses upon completion of their digital assessment, on-line training, and a digital transformation plan.

Roles and responsibilities:

- Oversee and coordinate a team of students (DSS) to ensure the proper rollout of activities related to the DSS.
- Work directly with a third-party organization that is to collaborate in order to create the Digital Service Squad with students.

As the DSS Coordinator, your task will be to implement all roles and responsibilities that pertain to the DSS team members, and to ensure that the DSS team is working one-on-one with main street businesses in New Brunswick and providing the following services:

On-boarding Assistance

- Conduct pre-business digital audit.
- Set digital appointments to on board main street businesses to the Digital Main Street platform.
- Walk through the onboarding 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.

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.

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.

Reporting and Feedback

- DSS members must complete their field notes and report on a weekly basis to the Digital Main Street N.B. DSS Coordinator and Senior project manager.
- Team Members must attend Team Meetings as set out by the DSS Coordinator.

The Team Member may be required to attend webinars, 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 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), Slack & ASANA.
- Previous experience with online and offline marketing is considered a strong asset.

Candidate Profile:

Education and experience

- College diploma in business administration or a related field and relevant experience that relate to project management
- Minimum of one (1) year experience in project management and/or computer science
- Basic knowledge of the entrepreneurial environment, particularly related to small and medium-sized businesses

Skills

- Proven ability in strategic planning
- A great sense of leadership
- Results-oriented
- Flexibility
- Strong ability in writing various reports
- A good amount of autonomy and ability to work remotely in a context of COVID-related issues
- Excellent communication skills and strong interpersonal skills
- Fluency in both French and English, spoken and written

Start date: as soon as possible

Salary and work conditions:

- Salary will be determined by qualifications and relevant work experiences
- One-year contract position, renewable depending on the availability of funds
- Benefits (medical plan and retirement)
- The person occupying this position must reside in New Brunswick

Deadline:

- 6:00pm Sunday, July 18, 2021

If you are interested by this challenge and your profile fits the criteria listed above, please send your resume to line.doiron@cbdc.ca

Contact Information:

- Address: 219 Main Street, suite 3, Bathurst NB, E2A 1A9
- Tel: 506-548-2406

Only those applicants selected for an interview will be contacted.