

CITY OF HAMILTON

PLANNING & ECONOMIC DEVELOPMENT DEPARTMENT (ECONOMIC DEVELOPMENT & REAL ESTATE DIVISION – SMALL BUSINESS ENTERPRISE CENTRE– LOCATION – 71 MAIN STREET WEST)

BUSINESS DEVELOPMENT OFFICER – DIGITAL MAIN STREET SQUAD

SUMMARY OF DUTIES

Digital Main Street is a program developed in partnership by the City of Toronto, the Hamilton Small Business Enterprise Centre and local Business Improvement Associations (BIAs). Digital Main Street supports the growth of main street businesses by making the adoption of digital tools and technologies easy.

The Hamilton SBEC is currently seeking an outgoing, enthusiastic, qualified candidate for the position of Business Development Office for our Digital Main Street initiative. This is a unique opportunity to support the growth of one of Hamilton's 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.

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 Digital Service Squad is assigned to specific Business Improvement Areas (BIAs) and small businesses within each BIA; the successful candidate will be required to travel independently across the Hamilton region.

GENERAL DUTIES

1. On-boarding Assistance

- Conduct pre-business visit research to best understand the BIA/neighbourhood and businesses.
- Working with the BIA Co-ordinator to set-appointments 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 Digital 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 (examples: 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 Digital Service Squad Program Co-ordinator.
- Team Members must attend Team Meetings as set out by the DMS Program Co-ordinator.

5. Special Projects

- Team members will be responsible for leading the implementation of special projects and/or community wide BIA initiatives.
- Team members will work with the DMS Program Co-ordinator to ensure successful activation of initiatives and increased Digital Main Street engagement.
- Team members will be available to assist participants with implementation of their Digital Transformation Plan.

6. Social Media Development

- Working under the lead of the DSS Program Co-ordinator, the team member will be responsible for assisting in the growth of all DMS social media channels, as well as curating content and photo's to be used accordingly.

QUALIFICATIONS

1. Proven knowledge in business development and marketing normally acquired through the completion of a University Degree in Commerce, Business, Economics, Marketing or other related discipline or a combination of a community college diploma and relevant work experience.
2. Possess strong communication skills (written and verbal)
3. Possess strong customer service, interpersonal and relationship building/ relationship management skills.
4. Possess excellent organizational and time management skills.
5. Previous experience in sales and/ or marketing roles and environments.
6. Advanced knowledge of digital technologies for small business (examples: web site platforms, social media management, e-commerce, etc.)
7. Experience with coding languages and web development platforms a strong asset; in addition to demonstrated ability to identify and resolve web development and/or platform issues.
8. Proficient in Microsoft Office and Adobe software.
9. Previous experience with online and offline marketing is considered a strong asset.
10. Previous experience working with small businesses in BIAs is considered an asset.
11. Be able to travel and work independently in various BIAs in Hamilton region.
Access to a vehicle required.
12. Must possess a valid Class "G" Driver's Licence.

THIS POSITION REQUIRES A VALID CLASS "G" DRIVER'S LICENCE AND PROOF THEREOF IS REQUIRED AFTER HIRE.

THE INCUMBENT SHALL COMPLY WITH ALL HEALTH AND SAFETY POLICIES AND PRACTICES FOR THIS POSITION AND THE WORKPLACE.
