

CITY OF HAMILTON

PLANNING & ECONOMIC DEVELOPMENT DEPARTMENT
(ECONOMIC DEVELOPMENT & REAL ESTATE DIVISION – Hamilton Business Centre– LOCATION – 71 MAIN STREET WEST)

JR. BUSINESS DEVELOPMENT OFFICER – SMALL BUSINESS

SUMMARY OF DUTIES

Working in a fast pace multi-disciplined team the Business Development Officer, Digital Main Street will support the delivery and engagement for Hamilton's Digital Main Street Program.

The Hamilton Business Centre is currently seeking an outgoing, enthusiastic, qualified candidate supporting Hamilton entrepreneurs in their digital adaptation and transformation. As a member of the Digital Service Squad, you will be a key contributor to the success of the platform and growth of the business across Hamilton.

Delete this section, summarized above.

GENERAL DUTIES

Assist Co-ordinator, Business Advisors and support staff with development, administration and implementation of the Digital Main Street Program

Delete.

Respond to information requests from entrepreneurs, partners, and the business community in respect to business start up and expansion needs including: Digital technologies for small business (examples: web platforms, social media management, e-commerce etc.)

Capable of working independently as well as part of an interdisciplinary team.

Maintain record of contacts and generated activities supporting the departments contact management and communications system.

Liaise with Coordinator and Business Development Officers to develop content for program awareness and information to support businesses with their Digital adaptation.

Previous experience in sales and/ or marketing roles and environments

Proficient in Microsoft Office and Adobe software.

Previous experience with online and offline marketing is consider a strong asset.

Utilize where available desktop publishing in the production of in-house publications.

Perform other duties as assigned which are directly related to the responsibilities of the position.

Works in accordance with the provisions of applicable Health and Safety legislation and all City of Hamilton corporate and departmental policies and procedures related to Occupational Health and Safety.

QUALIFICATIONS

1. Proven knowledge in business development and digital marketing normally acquired through the completion of

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a University Degree in Commerce, Business, Economics, Marketing, Communication, or other related discipline or a combination of a community college diploma and relevant work experience.

2. Demonstrated experience working in the economic development/small business/ digital marketing field.
3. Must have excellent verbal and written communication skills and ability to relate effectively with peers, all levels of management, business clients, council and the media.
4. Ability to communicate effectively with the public and government agencies.
5. Working knowledge of Microsoft Word, Excel, PowerPoint, Photoshop, Illustrator, WordPress, Acrobat and database software applications.
6. Working knowledge of SEO, Pay-per-click adverting, social media platforms (Facebook, Instagram, TikTok, Twitter, etc.)
7. Capable of working independently as well as part of an interdisciplinary team
8. Provision of a vehicle for use on the job.
9. 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.
