

Town of South Bruce Peninsula
Digital Service Squad Team Member

Position Description

Reports to: Economic Development Officer Status: Full Time Contract (Approx. 16 weeks)

Last Revised: April 11, 2019

Hours: 35 per week-flexible

Summary of Duties

The Digital Service Squad Member is responsible for providing digital media and marketing support assistance to support the Digital Main Street (DSM initiative) including on-boarding assistance, advisory services, activation/implementation services, reporting and feedback.

Qualifications

1. Possess or is enrolled in a post-secondary education program in marketing, business communications or related field
2. Possess strong communications skills (written and verbal).
3. Possess strong interpersonal and relationship building/relationship management skills.
4. Possess excellent organizational and time management skills.
5. Have experience in a sales role and/or marketing environment.
6. Possess strong customer service skills
7. Be familiar with digital technologies for small business (e.g.: website, social media, e-commerce, etc.),
8. Previous experience with online and offline marketing is considered a strong asset.
9. Previous experience working with small businesses or e-commerce is considered an asset.
10. Be able to travel and work independently
11. Be able to use office applications such as Microsoft Office Suite (Word, Excel, Outlook, PowerPoint) and online collaboration software
12. Must have own vehicle and clean driving record

Responsibilities - On-boarding Assistance

1. Conduct pre-business visit research to best understand the main street businesses located in the areas of Hepworth, Sauble Beach and Wiarton.
2. As a Digital Service Squad team member, you will review the digital roadmap of a business; provide some guidance, resources and recommendations on how businesses may progress digitally.
3. Working with the and Economic Development Officer to set-appointments or go door-to-door to onboard main street businesses to the Digital Main Street platform.
4. 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.

Responsibilities - Advisory Services

1. The Team Member will interact with numerous businesses in Hepworth, Sauble Beach and Wiarton and must be able to communicate patiently and effectively to determine business requirements and needs.
2. Once the business has been on-boarded to the Digital Main Street platform, the Team Member will walk through the on-line Digital Assessment and Recommendations with the business owner.
3. The Team Member will assist the business owner in identifying their first priorities and the first digital tools/technology they want to activate.
4. The Team Member may be required to attend training, workshops and events related to the Digital Mai Street program.

Responsibilities - Activation/Implementation Services

1. The Team Member will activate and implement free, easy-to-use digital tools and technologies that to support main street businesses.
2. The Team Member may also provide some resources (training, 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.

Responsibilities - Reporting and Feedback

1. The Team Member must complete their field notes, enter data into the Digital Main Street online portal, and provide weekly reports to the Digital Main Street Project Manager.
2. Team Member must attend Team Meetings as set out by the Digital Main Street Project Manager.
3. Performs all other duties as may be assigned from time to time
4. Reporting daily to the Economic Development Officer

Working Conditions

1. Hours will be flexible and include evenings and weekends.
2. Required to work in varying weather conditions for prolonged periods of time
3. Will be required to maintain a professional and courteous attitude
4. Will be required to maintain a neat and tidy appearance
5. Physical fitness required to permit walking, standing or riding for prolonged periods of time
6. Work location is in Wiarton with travel required to Hepworth and Sauble Beach