



March 23, 2019

EMPLOYMENT OPPORTUNITY

Bancroft BIA is seeking an outgoing, enthusiastic, qualified candidate for the position of Digital Services Squad Member. This will be a part-time, contract position, with flex hours, conducted throughout the business section of Ward One- Bancroft.

Total remuneration for the project: \$7,500

Skill Requirements:

- Possess strong communication 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 across Bancroft's Ward One
- 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 a small business is considered an asset.

A more substantial outline of this position is outlined below.

How to Apply:

Email: Bancroftbia@gmail.com

Or Mail: Bancroft BIA

PO Box 325, Bancroft, ON K0L 1C0

Posting Closes: Monday April 1, 2019 at 9:30 a.m.



HELP WANTED: Digital Services Squad Member (part-time Contract)

Background

Digital Main Street Service Squad is a program in partnership between the Bancroft Business Improvement Area (BBIA) and The Ontario Business Improvement Area Association through a Province of Ontario Digital Initiative approved under the Main Street Enhancement Initiative and administered through the Ontario Ministry of Agriculture, Food and Rural Affairs.



Job Description

The Bancroft Business Improvement Area seeks an outgoing, enthusiastic, qualified candidate for the position of Digital Service Squad- Team Member. This is a unique opportunity to support the growth of one of Ontario's most innovative economic development programs.

As a member of the Digital Service Squad, you will be a key contributor to the success of the platform and growth of the program as a whole. The Digital Service Squad will be required to travel independently across the BBIA, Bancroft's Ward One.

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 BIA Co-ordinator 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.).
- Team Members must attend Team Meetings as set out by the Program Manager.
- Halfway through the employment term, an interim performance evaluation will occur to ensure fit.

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.

Qualified Applicants will:

- Possess strong communication 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 across Bancroft's Ward One
- 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 a small business in BIAs is considered an asset.

This position is a contract with the BBIA with flex hours to a maximum limit. The Digital Service Squad Team Member will report day-to-day to the Program Coordinator. Online training will be provided through the OBIAA-Digital Main Street program.

Interested applicants should submit their resumes to bancroftbia@gmail.com on or before 9:30 a.m. April 1, 2019.

