



The **Campbellford BIA** is seeking outgoing, enthusiastic, qualified candidates for the position of Digital Service Squad – Team Member. This is a unique opportunity to support the growth of the Campbellford downtown core. <https://digitalmainstreet.ca/>

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. You will be assigned to the Campbellford BIA members and will be required to travel independently from business to business.

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 businesses.
- 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.

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. 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

- The Team Member must complete their field notes and report on a weekly basis to the Digital Main Street Program Co-ordinator and Program Manager.

- 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 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 able to travel and work independently.
- 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).
- Previous experience with online and offline marketing is considered a strong asset.
- Previous experience working with small businesses in BIAs is considered an asset.

This position is a contract with the BIA for 35 hours per week.

Please submit your resume to info@campbellfordbia.ca on or before **September 23rd, 2019**



<https://digitalmainstreet.ca/>