



**The Municipality of Central Manitoulin
& The Township of Billings**

Job Description **Digital Service Squad - Specialist**

Overview

The Municipality of Central Manitoulin with the Township of Billings are currently seeking outgoing, enthusiastic, qualified candidates for the position of Digital Service Squad – Specialist. This is a unique opportunity to support the growth of one of the province's most 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.

The hired specialist will meet with small main street businesses in Mindemoya, Providence Bay and Kagawong, ON to help them complete an online assessment and introduce them to online training modules to build their knowledge and skills. Assist with the development of their Digital Transformation Plan and then help them apply for a one-time \$2,500 grant to implement it. Provide support for basic website set-up, Google My Business profiles, 360° photos, digital storefront set-up with e-commerce, creation, or enhancement of social media presence, and much more.

Duties / Responsibilities

The focus of the role is to work one-on-one with main street small businesses and provide the following services:

1. On-boarding Assistance

- Conduct pre-business visit research to best understand the Municipalities and businesses.
- Working with the Municipalities, if applicable, to setup appointments and/or go door-to-door to onboard main street small 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 DSS Specialist will walk through the Digital Assessment and recommendations with the business owner.
- The DSS Specialist will assist the business owner in identifying their first priorities and the first digital tools/technology they want to activate.
- The DSS Specialist 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 DSS Specialist will activate and implement free, easy-to-use digital tools and technologies that businesses would like to use (i.e., building a basic website, activating social media accounts, etc.).
- The DSS Specialist may also provide some resources (articles, links, how-to guides, webinars) 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

- DSS Specialists must complete their field notes and report on a weekly basis to the Digital Service Squad Administrator.
- DSS Specialists must attend team meetings as set out by the DSS Administrator Municipal Staff.
- DSS Specialist must ensure ALL DATA is entered on time and accurately within the Digital Main Street CRM (HubSpot)

5. Special Projects

- DSS Specialist will be responsible for leading the implementation of special projects and/or community-wide Municipal initiatives (i.e. Google 360 photography)
- DSS Specialist will work with their DSS Administrator to ensure successful activation of initiatives and increased Digital Main Street engagement
- DSS Specialist will be available to help business owners develop their Digital Transformation Plan needed to apply for the Digital Transformation Grant and can subsequently help to implement the plan if approved for the Grant.

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 to and work independently (or remotely) with local businesses
- 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 small businesses in BIAs/Municipalities is considered an asset
- Possess a valid driver's licence and reliable vehicle. (Reimbursements for mileage supplied)
- Possess a cell phone capable of accessing the internet and creating a mobile hot spot.
- Ability to access the internet with a reliable connection from home.

Terms

Please note this is a temporary 12-week position as an employee of the Municipality of Central Manitoulin as the lead applicant in the employment position funding and thus entitled vacation pay and mandatory employment related costs.

Wage: \$18.00/hour

Length of contract: 12 weeks at 7 hours a day, 5 days a week (Edit:09/21/2020 Error Correction: Changed from 7 days a week to 5 days a week which reflects a 35 hour work week)

Proposed start date: October 12, 2020

Estimated end date: January 8, 2020

Work location: Home or travelling, visiting businesses.

Reimbursements

- Travel at the Provincial rate of \$ 0.55/km
- Cell Phone usage at \$50.00/month
- Mobile Hot Spot Costs \$200.00/month

Working Relationships & Control

Policy direction by the lead applicant in the employment position funding the Municipality of Central Manitoulin's Community Development/Outreach Coordinator referred to in this document as the Digital Service Squad (DSS) Administrator through the CAO/Clerk and Council, existing laws, resolutions and policies of the municipality, federal and provincial legislation, and professional standards of practice.

While working with businesses in Kagawong, ON the DSS Specialist will consult with the assigned staff member from the Township of Billings on eligible businesses and that townships specific goals as an outcome to the program within the above outlined Duties/Responsibilities.

Working Conditions

The DSS Specialist will work from home, with frequent in-person small business visits. The locations of the visits will be to Kagawong, Mindemoya and Providence Bay Ontario.

There have been 48 potential businesses identified in the three communities, with the majority of businesses in Mindemoya, ON.

Equipment

The following will be supplied to the successful applicant for the duration of the employment contract:

- Chromebook
- 360 Degree Camera
- Camera Tripod
- Battery Pack Portable Charger
- Camera Case

How to Apply

Please submit a cover letter, resume and 3 references to:

Marcus Mohr
Community Development/Outreach Coordinator
Municipality of Central Manitoulin
P.O. Box 187
Mindemoya, ON
P0P 1S0
Phone: 705-377-5726
centralecdev@amtelecom.net

Application Deadline: **September 30, 2020 at 12:00 p.m.**

Late or incomplete submissions will not be accepted.

We thank all of those that apply. Only those selected for an interview will be contacted.

Additional Background

As a Specialist of the Digital Service Squad (DSS), you will be a key contributor to the success of the platform and the growth of the Digital Main Street program as a whole. Local health conditions allowing, the DSS Specialist is assigned to specific Business Improvement Areas (BIAs) or Municipalities across Ontario and will be required to independently travel to and visit/service local businesses. Otherwise, particularly under COVID-19 conditions, the DSS Specialist will be assigned to work remotely with local businesses.

The Ontario Digital Main Street Initiative expands the previously existing Digital Main Street program developed in partnership by the City of Toronto and the Toronto Association of Business Improvement Areas (TABIA). Thanks to a renewed investment in the Ontario Digital Main Street program from both the federal and provincial governments, even more of the province's main street small businesses will be able to take full advantage of digital technologies and e-commerce platforms to increase their revenues and create jobs.

The four main components of the Ontario Digital Main Street program include:

- 1. Digital Transformation Program:** Upon completion of their digital assessment and online training, businesses may apply for a \$2,500 grant to offset costs as outlined in their Digital Transformation Plan and budget. These funds are available to help businesses strategically adopt technology and meet their digital goals.
- 2. Digital Service Squad Program:** Digital Service Squads are digital technology specialists in an area or region of Ontario who deliver one-on-one assistance to main street small businesses. These Digital Service Squads can be set up by BIAs, municipalities, Chambers of Commerce or Small Business Enterprise Centres that may apply for funding based on the number of businesses within their designated commercial downtown area.
- 3. Access to Support:** Ongoing support including access to basic digital services, a list of vendors that can identify technologies and tools businesses need to be digitally ready, and other resources such as assessments, articles, best practices, etc.

- 4. Digital Training (online and in-person):** Webinars and workshops focusing on specific digital technologies and strategies, including e-commerce, social media, and website development.

Websites

Municipality of Central Manitoulin www.centralmanitoulin.ca

Township of Billings www.billingstwp.ca

Digital Main Street www.digitalmainstreet.ca