

**Digital Service Squad – Team Member**  
**Digital Mainstreet Program**  
**Contract – 10 Weeks**  
**POSTING No. 202047**

Come join our team! We are looking for a candidate that shares our corporate values of Honesty, Excellence, Team, Fun, Creativity and Respect. These values are second nature for the successful candidate and are demonstrated in their work and interactions with colleagues and the community.

**Digital Main Street Program**

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.

**Digital Service Squad Member**

The Digital Service Squad Member will support the Economic Development, Innovation & Culture Division's delivery of the Digital Main Street Program by delivering personalized, one-on-one technological assistance to help small-medium sized main street businesses in Halton Hills navigate new digital tools to maximize their profits. 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. The Digital Service Squad Member will be assigned to work with local businesses and will be required to travel independently around Halton Hills.

**Accountabilities:**

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

**On-boarding Assistance**

- Conduct pre-business visit research to best understand the BIA/neighbourhood and businesses
- Working with the BIA Coordinator/Manager (when applicable) to set appointments 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

### **Advisory Services**

- Walk through the Digital Assessment and Recommendations with the business owner
- Assist the business owner in identifying their first priorities and the first digital tools/technology they want to activate
- Review vendor recommendations made through the platform and lead the business owner to relevant deals/discounts on the platform
- Assist applicable businesses to apply for the Digital Transformation Grant

### **Activation/Implementation Services**

- Activate and implement free, easy-to-use digital tools and technologies that businesses would like to use including; Building a e-commerce platform, activating social media accounts
- Provide some resources including articles, links, and how-to guides available through secondary sources that can help the business owner learn more about a tool that has been activated, or subject matter of interest

### **Reporting and Feedback**

- Complete their field notes and report on a weekly basis to the Digital Service Squad Manager and Program Manager
- Attend Team Meetings as set out by the Service Squad Manager

### **You possess:**

- Strong written and verbal communications skills
- Strong interpersonal and relationship building/relationship management skills
- Excellent organizational and time management skills
- Experience in a sales role and/or marketing environment
- Ability to travel and work independently around Halton Hills
- Familiarity with digital technologies for small business including; web, social media, e-commerce
- Ability to use basic software and collaboration tools such as Microsoft Office Suite (Word, Excel, Outlook, Power Point) and Slack
- Experience with online and offline marketing is considered a strong asset
- Experience working with small businesses in BIAs is considered an asset

**Note:** The successful applicant will be required to balance their time between working remotely and travelling to local businesses in Halton Hills. A computer, hotspot and camera will be provided. Therefore they will require:

- Access to high speed internet
- Possess a personal mobile phone (reimbursement for service used on the job will be issued)
- A Driver's License valid in the Province of Ontario
- Access to a personal vehicle for use on the job

**Compensation:**

The rate for this contract position is \$19.55 per hour. This position will work 35 hours per week for the 10 week duration.

**Application:**

Qualified candidates may submit a detailed cover letter and resume as a single document, sent in confidence to the Town by 4:30 p.m., September 20, 2020. Please quote Posting No. 202047 on your cover letter.

**Email:** [humanresources@haltonhills.ca](mailto:humanresources@haltonhills.ca)

We thank all those who apply, but advise that only those applicants selected for an interview will be contacted. The Town of Halton Hills is an equal opportunity employer. Accommodations are available for all parts of the recruitment process. If contacted for an interview, please advise the Human Resources staff of any measures you feel you need to enable you to be assessed in a fair and equitable manner. Information received relating to accommodation measures will be addressed confidentially.

Personal information is collected under the authority of the Municipal Act, 2001 (S.O. 2001, c.25) and will be used to select a candidate. Questions about this collection should be directed to the Director of Human Resources.

**1 Halton Hills Drive, Halton Hills, Ontario L7G 5G2**

---

905-873-2601 | 1-877-712-2205 | 905-873-2347 (fax) | [haltonhills.ca](http://haltonhills.ca)