

Community Futures West Yellowhead
Digital Service Squad – Team Member

Community Futures West Yellowhead is currently seeking outgoing, enthusiastic, qualified candidates for the position of Digital Service Squad – Team Member. This is a unique opportunity to support the growth of one of West Yellowhead's most innovative economic development programs.

The Business Link Digital Economy Program, in collaboration with Digital Main Street, is the first of its kind in Alberta and is funded by the Government of Alberta.

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. This is a hybrid position with both remote and in office work. The position is 21 hours per week and the successful candidate can make their own flexible schedule. This is a part time, temporary position.

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

1. On-boarding Assistance

- Conduct pre-business digital assessment to best understand the neighborhood and businesses.
- Working with the Coordinator to set digital appointments to onboard small businesses to the 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 Business Link and Digital Main Street by subscribing to their e-newsletter and social channels.

2. Advisory Services

- Once the business has been on-boarded, 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, creating an online business profile, 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

- Team Members must complete their field notes and report on a weekly basis to the Program Coordinator and Program Manager.
- 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 webinars, workshops and events related to Business Link and 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.
- Eventually 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) and Slack.
- Previous experience with online and offline marketing is considered a strong asset.
- Previous experience working with small businesses is considered an asset.

The successful applicant will be expected to work remotely and in the office in Hinton and be able to travel independently around the West Yellowhead region safely.

Please submit your resume to Nancy Robbins, nrobbins@albertacf.com. Only those individuals selected for an interview will be contacted and CFWY thanks all applicants for their submissions.