

## **Digital Main Street (DMS) Project Coordinator**

The New Brunswick Association of Community Business Development Corporations (NBACBDC) is looking for a dynamic, passionate, and motivated person to fill the position of **Digital Main Street (DMS) Project Coordinator**.

### **About the program:**

The Digital Main Street Program will help small businesses in New Brunswick achieve digital transformation. The program is built around an existing online learning platform based in Ontario, and will allow grants (up to \$3,000) as well as access to a Digital Service Squad (DSS) to be implemented in New Brunswick with a team of street-level members who will help small businesses grow and manage their operations through technology.

Digital Main Street New-Brunswick supports the growth of main street businesses by making the adoption of digital tools and technologies easy.

There are four components to the Digital Main Street program which include:

- 1. Digital Main Street platform ([www.digitalmainstreet.ca](http://www.digitalmainstreet.ca))** that helps main street businesses by providing them with a free digital assessment that recommends digital tools and technologies that can help them reach their goals, guides them on how to get started, along with connections to trusted vendors, product offerings and deals.
- 2. The Digital Service Squad** (a 'geek squad' for Main Street) that helps businesses on-board to the platform and activate easy-to-use free tools to get them started on their digital journey.
- 3. Digital Main Street Academy** that supports the learning needs of businesses through workshops that tackle topics relevant to main street businesses.
- 4. Digital transformation grant** : Provide and administer non-repayable contributions of up to three thousand dollars (\$3,000) to individual main street small businesses upon completion of their digital assessment, online training, and a digital transformation plan.

## **Roles and responsibilities:**

*Leadership: as a Project Co-ordinator, you will be supporting the Senior Project Manager in the following aspects:*

- Work jointly with Digital Main Street, an Ontario based company, in developing and operating a province-wide program tailored for New Brunswick's small businesses for migrating to digital commerce.
- Work jointly with Digital Main Street in integrating their existing licensed website to the NBACBDCs' DMS Program.
- Work jointly with Mitacs in creating a Digital Service Squad (DSS). Mitacs is a national and not-for-profit organization that has designed and delivered research and training programs in Canada. Mitacs' New Brunswick branch has partnered with the NBACBDC to create the DSS, which is meant to be a free resource of trained digital technology specialists who will deliver personalized, one-on-one assistance designed to help small businesses in migrating to digital commerce.

*Planning and Operations Management: as a Project Co-ordinator, you will be supporting and assisting the Senior Project Manager in the following aspects:*

- Develop the project's content from the DMS existing licensed online platform in order to ensure bilingual documentation, and that the information is tailored for the NBACBDCs' DMS Program.
- Implement all online platforms (either the DMS platform or the CBDC platform) to consider the proper logos and credits where applicable and/or recommended.
- Implement the grant process in order to administer all application intakes and the allocation of funds to businesses.
- Implement a Digital Service Squad (DSS) in partnership with Mitacs and liaise with existing DSS Training Coordinators in Ontario and/or with the DMS' Head Office in Ontario to ensure the necessary guidelines in order to create a DSS tailored for the NBACBDCs' DMS Program.
- Create a toolkit intended for CBDC offices to allow their officers to promote the program and direct clients regarding the application process.
- Liaise with the DMS' Data Analyst in Ontario to track metrics on information collected from the existing licensed online platform.
- Prepare progress reports intended to the NBACBDC about the program's metrics and objectives and goals' progress.

**Candidate Profile:**

*Education and experience*

- Bachelor's degree in business administration or a related field and relevant experience that relate to project coordination
- Minimum of two (2) years experience in project coordinating
- Excellent knowledge of the entrepreneurial environment, particularly related to small and medium-sized businesses
- Working knowledge of website management tools, web analytics and SEO, would be an asset

*Skills*

- Proven ability in project coordinating
- A great sense of leadership
- Results-oriented
- Flexibility
- Familiarity with web standards
- Excellent ability in writing various reports
- A great deal of autonomy and ability to work remotely in a context of COVID-related issues
- Excellent communication skills and strong interpersonal skills
- Fluency in both French and English, spoken and written

**Start date:** as soon as possible

**Salary and work conditions:**

- Salary will be determined by qualifications and relevant work experiences
- One-year contract position, renewable depending on the availability of funds
- Benefits (medical plan and retirement)
- The person occupying this position must reside in New Brunswick

**Deadline:**

- 6:00 pm Sunday, July 18, 2021

If you are interested by this challenge and your profile fits the criteria listed above, please send your resume to [line.doiron@cbdc.ca](mailto:line.doiron@cbdc.ca)

**Contact Information:**

- Address: 219 Main Street, Suite 3, Bathurst NB, E2A 1A9
- Tel: 506-548-2406

Only those applicants selected for an interview will be contacted.