



ByWard Market Business Improvement Area (BIA) / zone d'amélioration du marché By (ZAC)
202-267 Dalhousie Street
Ottawa, ON – K1N 7E3
613-796-2622
byward-market.com

Digital Communications Assistant - Digital Main Street

Job Title: Digital Communications Assistant

Start date: Immediately

Employment Type: Full-Time, contract

Contract duration: Approximately 12 weeks

Salary: \$10,000

To apply: Please submit your cover letter and resume to communications@byward-market.com by November 29, 2019 at 11:59pm.

Summary of Duties

The ByWard Market BIA is seeking a digital champion for the position of Digital Communications Assistant for our Digital Main Street initiative. [Digital Main Street](#) is a program designed to support the growth of main street businesses by making the adoption of digital tools and technologies easy.

The Digital Communications Assistant will be responsible for providing digital media and marketing assistance to brick-and-mortar businesses in the ByWard Market, including one-on-one training, consultations, activation/implementation services and more.

The ideal candidate will meet the qualifying criteria:

- Completed a degree or diploma in marketing, communications or related field
- Familiar with all current digital technologies: website building, e-commerce, social media, SEO
- Previous experience in a sales role, with strong customer service skills
- Strong written and verbal communication skills
- Strong interpersonal skills with the ability to build relationships with clients
- A self-starter with the ability to work independently
- Possess excellent organizational and time management skills
- Familiar with Microsoft Office Suite (Word, Excel, Outlook, PowerPoint)
- Experience in a teaching role considered a strong asset
- Bilingualism considered an asset

Responsibilities

- Conduct an in-person digital assessment with ByWard Market businesses and on-board them on the Digital Main Street platform
- Based on assessment results, provide guidance, resources and recommendations on how businesses can improve their online presence and digital footprint
- Assist businesses in identifying their priorities/areas of focus based on goals and objectives
- Arrange follow-up appointments with members to offer one-on-one training on priorities
- Help to activate and implement free, easy-to-use digital tools and technologies that support economic development
- Track progress and provide weekly status updates via [Digital Main Street online portal](#)
- Report daily to the ByWard Market BIA