

## Digital Service Squad – Team Member

**Community Futures Centre West is currently seeking an outgoing, enthusiastic candidate for the position of Digital Marketing Advisor – Digital Service Squad.**

Jumpstart your career path and take advantage of this opportunity by developing a wide range of experience in digital marketing and support for small businesses. Community Futures Centre West (CFCWest) is a non-profit organization with over 30 years experience in helping rural entrepreneurs grow and thrive as business owners.

The role of a Digital Marketing Advisor (DMA) is to work with clients in assessing their business's online presence, provide recommendations on how to enhance digital capabilities (digital marketing, social media, website, etc.) and provide technical support. Working together with peers you will use your technical expertise to respond to the unique needs of small businesses. DMA's will work using remote technology as well as in person meetings with clients. Some independent travel required to work with clients based in Airdrie, Canmore, Cochrane, Crossfield, Kananaskis and Rocky View County.

The Digital Service Squad is part of the Business Link Digital Economy Program in collaboration with Digital Main Street and is funded by the Government of Alberta and the Government of Canada. This employment opportunity is intended to empower youth, and as such, applicants between the ages of eighteen to thirty years of age may be given preference. This is a full time (35 hours per week) contract position, ending September 30, 2024.

### Role

The focus of the DMA is to work one-on-one with small businesses by providing the following services:

#### Onboarding

- Utilizing Digital Main Street Platform

#### Advising

- Prioritizing use of digital tools

#### Activation/Implementation

- Assist businesses in implementing digital tools

The DMA will be responsible for entering daily field notes into a customer relationship management database and project reporting on a continuous basis. The DMA may be required to attend and/or facilitate webinars, workshops and events related to the program.

### Qualifications

#### **Qualified applicants will:**

- Possess strong communication, presentation, and training skillsets (written and verbal).
- Possess superior relationship building and interpersonal skills.
- Possess excellent organizational and time management skills.
- Be a self starter who can work with limited supervision.
- Be able to travel and work independently.

- Be skilled using digital technologies for small business (e.g.: websites, social media and content creation, e-commerce including online reservations and online ordering, Google My Business, video, web analytics, SEM, SEO, CRM solutions, email marketing, market research tools, inventory management, POS, payment processing and productivity tools such as cloud storage, online financial tracking, etc.).
- Be proficient in the use of basic software and collaboration tools such as Microsoft Office Suite (Word, Excel, Outlook, Power Point) and Slack.
- Be proficient in the creation/implementation of marketing tactics/strategies to promote the service to small businesses.
- Previous experience with online and offline marketing is considered a strong asset.
- Previous experience working with small businesses is considered an asset.

### **Education**

Digital Marketing Certificate/Diploma/Degree, or related experience and/or education.

### **Position Requirements**

- This is a contract position ending September 30, 2024
- Work hours are typically Monday to Friday but will be flexible to meet the needs of business owners and availability of the successful candidate

### **Additional Requirements**

- Applicants must be able to prove identity by showing valid government issued identification (Drivers License, Passport)
- Hold a valid Class 5 Drivers License
- Demonstrate proof of education & experience
- Demonstrate technical skillsets by participating in both verbal interview and scenario-based application(s)

To apply please send your cover letter and resume to Jodie Eckert at [jodie.eckert@mydigitalbusiness.ca](mailto:jodie.eckert@mydigitalbusiness.ca)  
Resumes are reviewed as they are received, and ongoing interviews are being scheduled.

CFCWest thanks all applicants for applying for this position but only those applicants receiving an interview will be contacted. This posting will stay active until a suitable candidate(s) are found

\*All information sent to CFCWest is collected in compliance with section 33 (c) of the Freedom of Information and Protection of Privacy (FOIP) Act. \*