

# KINGSTON

## — *Economic Development* —

**Title:** Digital Programs Coordinator

**Reports To:** Business Development Manager – Small & Medium Enterprises

**Fixed Term FT to March 31, 2025**

### **Position Summary**

Reporting to the Business Development Manager – Small & Medium Enterprises, the Digital Programs Coordinator supports the delivery and expansion of Kingston Economic Development's suite of digital services to local businesses including the Canada Digital Adoption Program (CDAP) and Digital Main Street (DMS) program and actively exploring additional funding programs. The Coordinator is committed to client service excellence and the role of digitization for the growth of local companies.

### **Working Conditions**

The Kingston Economic Development Corporation is an in person working environment. The Corporation requires the physical presence of our team members to serve the community, promote in-person discussions, and foster effective teamwork on complex files.

### **Key Responsibilities**

#### 1- Advisory Services & Promotion

- Complete digital assessments of businesses and make corresponding recommendations to business owners on ways to improve, while providing ongoing support as needed
- Assist business owners with identifying digital priorities and tools/technology needed to achieve a digital transformation strategy
- Support business owners with recommendations on various tools, programs, etc.
- Support implementation of digital tools and technologies that businesses would like to use (i.e., building a basic website, activating social media accounts, etc.)
- Provide resources (articles, links, how-to guides, webinars) available through secondary sources that can help the business owner learn more about a particular tool that has been adopted, or subject matter of interest
- Assist E-Commerce Advisors working under the Canada Digital Adoption Program as necessary and ensure that businesses have access to resources/funding under both CDAP and DMS when applicable.
- Stay abreast of digital trends and new platforms and technologies
- Assist businesses as they adopt digital tools, technologies and services
- Research, identify, recommend and implement new programs and services and related funding opportunities to sustain and grow the Corporation's suite of digital services to support local businesses.
- Work with Business Development Manager to ensure successful activation of initiatives and increased digital program adoption
- Deliver digital marketing-related workshops

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- Support the Business Development Manager and the Marketing and Communications Manager with the creation of marketing and promotional materials for digital support services and programs
  - Digital support services includes, but is not limited to curating social media content, writing blogs or email newsletters, workshops, media interviews, instructional videos, etc.
- 2- Program Administration & Feedback
- Oversee project administration and reporting support of the Canada Digital Adoption Program and Digital Main Street including, but not limited to direct communication to businesses, review and audit of grant related expenses, submission of mandatory reports
  - Complete field notes and report on a regular basis to the Business Development Manager and Management Team
  - Support business application process and review business applications for funding eligibility
  - Ensure all data is entered on time and accurately within the Corporate and program CRMs
  - Fulfil all reporting requirements that are part of digital programs delivered by the Corporation, ensuring all deadlines are met
  - Attend team meetings as required
- 3- Other related duties, as requested or required

### **Education**

A post-secondary education is required.

A degree or certificate in a related field (marketing, digital media, business administration) is considered favourably.

### **Experience**

The Corporation acknowledges that a strong determination to excel and an eagerness to learn will, in conjunction with relevant experience, play a pivotal role in shaping the success of each individual in the role. The minimum experience requirement establishes the baseline for achieving success in this demanding, multi-stakeholder position.

- Minimum of 1-2 years of working experience in a fast-paced environment with exposure to a variety of business marketing and/or social media.
- Minimum of 1 year of experience managing a database preferred: ability to understand data management, relationships, and adopt new technology quickly.
- Experience with or knowledge of digital and e-commerce solutions for business.

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### **Required Skills**

- Strong digital proficiency and advanced knowledge of digital and e-commerce platforms and database management systems and other emerging technology platforms and content management systems
- Highly effective skills in data management and reporting, prioritization, multi-tasking, and time management
- Excellent oral, written and interpersonal communication with strong writing abilities
- Ability to assimilate information from a variety of sources
- Proficiency in using analytics to track and measure performance of initiatives and provide feedback/data insights
- Proactive, enthusiastic self-starter with advanced problem-solving skills
- Demonstrated ability to develop and maintain positive relationships

### **What We Offer**

- Hiring salary between \$45,000 and \$60,000
- Access to pension contributions
- Two weeks paid vacation
- Continuous learning culture with professional development support
- Dynamic team environment

### **Disclaimer**

The job description outlined above is meant to describe the general nature of work being performed. It is not intended to cover or contain a comprehensive listing of activities, duties or responsibilities required of the incumbent.

### **How to apply?**

To prepare your application, please combine your cover letter and resume as one document. Save your document in .PDF, .doc, or .docx format using: Last Name, First Name – job title as your naming convention. Please submit all applications to [careers@investkingston.ca](mailto:careers@investkingston.ca). Attach your cover letter/resume document to the email.

This is an excellent opportunity for a community minded professional to join a vibrant team. Applications will be accepted until Friday, September 8 at 5:00 pm. Applications will be considered on a rolling basis, and we will begin interviewing qualified candidates as they apply.