

Digital Service Squad – Team Lead

Community Futures Wild Rose is currently seeking outgoing, enthusiastic, qualified candidate(s) for the position of Digital Service Squad – Team Lead.

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 Wild Rose (CFWR) 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 Service Squad (DSS) Team Lead is to oversee the Digital Service Squad Team tasks in conjunction with the Project Manager and 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.

As the Team Lead, you will support the Project Manager in executing and marketing the project. You will be responsible to developing and scheduling calls, implementing the marketing plan, maintaining contact and database records and assisting in the reporting requirements with the Project Manager.

Working together with peers (DSS Team Member) you will use your technical expertise to respond to the unique needs of small businesses. DSS members will carry on work using remote technology and in person meetings with clients. You will be required to travel independently to work with clients based in Strathmore, Chestermere, Three Hills, Acme, Beiseker, Linden, Irricana, Carbon, Trochu, Standard, Rockyford, Hussar, Langdon, Bassano, Wheatland County, Kneehill County and Rocky View County.

The DSS position(s) is part of the Business Link Digital Economy Program in collaboration with Digital Main Street and is funded by the Government of Alberta. This is a limited term position, ending March 31, 2023.

Role

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

Onboarding

- Utilizing Digital Main Street Platforms

Advising

- Prioritizing use of digital tools
- Support Team Members in scheduling of calls and visits

Activation/Implementation

- Assist businesses in implementing digital tools
- Assist the Project Manager in project execution

The DSS Team Lead will be responsible for entering daily field notes into a customer relationship management database and project reporting on a weekly basis. The DSS member may be required to attend and/or facilitate webinars, workshops and events related to the Business Link or Digital Main Street.

Qualifications

Qualified applicants will:

- Leadership skills to provide direction, feedback and support to the DSS Team Members.
- Possess excellent organizational and time management skills.
- Be proficient in the creation/implementation of marketing tactics/strategies to promote the service to small businesses.
- Previous experience working with small businesses is considered an asset.
- Possess strong communication, presentation, and training skillsets (written and verbal).
- Be a self starter who can work with limited supervision.
- 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, 360 Camera's, etc.).
- Be proficient in the use of 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.
- Possess superior relationship building and interpersonal skills.
- Willingness to make cold calls via telephone and in-person.
- Have work experience in marketing environments.
- Be able to travel and work independently.

Education

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

Position Requirements

- This is a limited term position ending March 31, 2023
- One part time position is available (25-30 hours/week) – with potential to accommodate full-time
- Work hours and flexible work from home options to meet the needs of business owners and availability of the successful client

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
- Access to a reliable vehicle
- Demonstrate proof of education & experience
- Demonstrate technical skillsets by participating in both verbal interview and scenario-based application(s)

Compensation

- \$30 – \$35/hour to start and based on experience

CFWR is an equal opportunity employer with a strong commitment to health and safety and will take every reasonable steps to protect the health, safety, and welfare of its employees/contractors/clients from the

hazard(s) of COVID-19. Due to the nature of the work, it is a requirement to be fully vaccinated against COVID-19, unless, unable to receive vaccination due to an accepted medical reason. All prospective candidates will be respectfully asked to provide documentation to support vaccination status prior to receiving a job offer.

To apply please send your cover letter and resume by midnight January 31, 2021 to Wendy Gerbrandt at wildroseinfo@albertacf.com

For additional information on this employment opportunity visit: [Employment Opportunities | Community Futures Wild Rose \(albertacf.com\)](#)

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

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

We thank all applicants for considering this exciting opportunity with Community Futures Lethbridge Region. Please be advised that the selection committee will only be contacting those individuals chosen for interview. No phone calls or international applications will be accepted. Community Futures values diversity and is committed to attracting, engaging and developing a diverse and inclusive workforce. As well, your privacy is important to us – please rest assured that all applications will always remain confidential. We do not retain or share candidate profiles or resumes.