



My Main Street Ambassador

Salary: \$50,000-\$60,000 (12-month contract)

Main Street Ambassador Job Description

The Kingston Economic Development Corporation is currently seeking outgoing, enthusiastic, qualified candidates to fill two Mainstreet Ambassador positions, as part of the My Main Street Business Accelerator program. My Main Street is a province-wide program that aims to revitalize neighbourhood main streets with a healthy retail mix, while generating inclusive local economic opportunities.

Reporting to the Business Development Manager SME's, the Main Street Ambassador has a keen interest in Community Economic Development, and will connect the municipality, the community, and main street businesses with wraparound supports and resources offered by My Main Street and other community partners.

Position Information:

The My Main Street Accelerator is a program of EDCO (Economic Developers Council of Ontario) funded by the Government of Canada.

My Main Street is committed to ensuring that qualified applicants who are members of traditionally marginalized and equity-seeking groups, from a broad range of communities are prioritized in being hired as Main Street Ambassadors.

The salary range is \$50,000 - \$60,000 and is full time for a 12-month contract. Two (2) positions are available.

Working Conditions:

The Kingston Economic Development Corporation will align working conditions with the recommendations from KFL&A Public Health. Work will be in-person along the identified main street communities, operating from our office. The position requires varied hours of work to carry out assigned duties. As such, the Main Street Ambassador may be required to work outside of Kingston Economic Development's regular business hours, which includes, but is not limited to evenings and weekends.

Main Responsibilities:

Relationship Management and Community Engagement:

- Conduct in-depth one-on-one consultations with small business clients along the identified main street community.



- Provide analysis and assessment of client business models, marketing, operational strategies, and provide targeted recommendations and connections to available programs to improve or start their business.
- Build local small business advocacy networks to support small business clients along the identified main street community.
- Conduct outreach to underserved client populations (i.e. Indigenous, youth, new immigrant and women) to establish business opportunities along the identified main street community.

Program Delivery and Reporting:

- Implement My Main Street Accelerator programming and deliverables locally, including administration of non-repayable contribution applications and recruitment of local businesses.
- Work with the local municipality to identify local opportunities and potential clients.
- Ensure that program targets are met through excellent client service and project management.
- Using the tools provided, keep accurate and thorough records of required metrics.

Ongoing Collaboration and Improvement:

- Participate in regular meetings of the Main Street Ambassador Network to contribute insights and suggestions that can be adapted and repurposed.
- Contribute success stories and best practices to amplify local impact.
- Support colleagues and team members across localities as needed.

Required skills and experience:

- Significant project management skills and experience.
- Entrepreneurial background or spirit.
- Natural connector, networker, relationship manager.
- Outstanding communicator - persuasive and enthusiastic presenter both live and virtually.
- Formal education and/or lived experience in any of the following: economic development, community development, market research, marketing, sales, business development, or program management.
- Familiar with social media, Client Relationship Management systems, and collaborative project management software.
- Comfortable with uncertainty, flexible and willing to embrace change.
- Strong personal initiative and motivation.
- Fluent English, additional languages an advantage.
- Familiar with the Microsoft Office Suite of products.
- Driver's license an advantage.
- Must adhere to Kingston Economic Development Corporation's "COVID 19 Safety in the Workplace & Vaccination Policy".



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 – Main Street Ambassador as your naming convention. Please submit all applications to Rob Tamblyn, Tamblyn@kingstoncanada.com by January 12, 2022. Attach your cover letter/resume document to the email.