

Job Description

Digital Main Street Academy Partnership Manager

Digital Main Street is launching a major initiative and we are hiring! Come join our team and make a difference.

ABOUT US

Digital Main Street (DMS) is an award winning non-profit developed in partnership by the Toronto Association of Business Improvement Areas (TABIA) and the City of Toronto. Digital Main Street supports the growth of small businesses by making the adoption of digital tools and technologies easy. The program is built around an online learning platform, structured training programs and the Digital Service Squad.

The Digital Main Street (DMS) Academy is introducing new training streams focused on emerging technologies, including Artificial Intelligence (AI), for SMBs. This will support small and medium businesses with a new innovative approach to strengthen Ontario's main street employers by equipping the sector with access to rapid, tech-driven training. SMBs need to attract and upskill their workforce with accessible, practical, future-ready skills to build capacity in a technology-dependent future.

The focus of this role is to build partnerships with community and business organizations to drive participation in the DMS AI focused SME training programs. The Manager will build these relationships and will work with DMS partners to ensure the program is delivered successfully and achieves its outcomes.

ABOUT YOU

Who you are

You are an entrepreneurial-minded leader who has demonstrated experience developing strategies and building community-centric partnerships and then managing them to meet expectations of engagement and participation. You are a natural leader who is comfortable juggling multiple priorities and takes a proactive approach to problem-solving in a fast-paced environment. You are a self-starter, motivated to streamline your workflow in order to excel in this role.

You thrive in roles where success is measured by outcomes. You have experience developing partnership strategies that translate into measurable engagement, registrations, and program participation, and you are motivated by achieving and exceeding performance targets.

The Opportunity

In this role you will:

- Work with underrepresented communities and establish direct lines of communication with them
- Cultivate partnerships with community partners, Business Improvement Areas (BIAs), and local economic development groups to broaden the program's reach
- Communicate regular updates to team members and stakeholders on status, KPI progress, and where support is needed to meet targets
- Develop and execute outreach strategies that achieve participation, registration, and completion targets for the DMS Academy.
- Own partner engagement metrics to support SMB participation and growth targets.
- Monitor recruitment and participation data, identify gaps or underperforming audiences, and implement corrective strategies to achieve KPIs.

- Work collaboratively with partners to develop localized recruitment and promotional campaigns that maximize program uptake.
- Track, analyze, and report on engagement, registrations, learner participation, and program outcomes, adjusting strategies as needed to meet and exceed targets.
- Identify new partnership opportunities and innovative approaches to expand program reach and increase participation among SMEs and underrepresented communities.
- Foster strong partner relationships that result in sustained engagement and repeat participation throughout the program lifecycle. Engage community partners with empathy and communicate sensitively when gathering insights on the program
- Bring a keen interest in how AI will support the growth of SMEs locally and globally.

This is a unique opportunity to make a direct impact and help drive the future of SMEs.

REQUIRED SKILLS

What you bring

- Relevant post-secondary degree or equivalent work experience in the field
- Deep experience and comfort working with communities to establish and manage partnerships
- A strategic, mission- and values-driven leader with 3+ years of experience in customer success with industry partners, including a minimum of 2 years at the manager level
- A passion for engaging with communities and developing partnerships that support talent initiatives
- Strong attention to detail, with the ability to prioritize effectively and manage competing priorities
- Ability to work effectively across settings, from the community to the corporate boardroom
- Experience with the Microsoft Office suite (Excel, Word, Outlook, Teams) and Learning Management Systems (LMS)

Term: This is a one-year, grant-funded position.

This is a virtual work from home role.

Digital Main Street is an inclusive employer. We encourage applications from all qualified candidates and will accommodate applicants' needs under the respective provincial human rights codes throughout all stages of the recruitment and selection process.

We thank all applicants in advance for their interest; however, only qualified candidates will be contacted for an interview.

Application details: Please email careers@digitalmainstreet.ca with your resume and cover letter and include "Digital Main Street Academy Partnership Manager" in the subject line.