

# YEGAmbassadors Program Manager Job Application



## What's the opportunity?

The YEGAmbassador program is hiring a program manager to oversee program activities and the work of the YEG Ambassadors team.

## Land Acknowledgement

*The YEGAmbassador Program acknowledges the work it does is in Treaty 6 Territory. Together we acknowledge all the many First Nations, Metis and Inuit whose footsteps have marked these lands for centuries.*

## A bit about us

The YEGAmbassador Program Manager is a member of the YEGAmbassadors Program which is a partnership between REACH Safety Council of Edmonton, North Edge Business Association and the City of Edmonton. The YEGAmbassadors support the efforts of small Edmonton Business Improvement Areas (BIA's) in building safe and thriving businesses. By having a visible and identifiable presence in the community, the YEGAmbassadors help :

- Increase community safety and well-being
- Develop the area into a destination
- Promote cultural and ethnic business diversity
- Adopt sustainable stewardship for the area
- Equip businesses with the information and tools required to succeed

## A bit about you

The YEGAmbassador Program Manager is someone with a passion for making the business improvement areas in their community a better place to live, work and play in. They are committed to overseeing a team that engages with BIA's and their businesses to understand what their needs are in contributing to a safe and vibrant community. They know how to translate identified needs from businesses into projects that address them. They know how to empower their team and equip them with the tools they need to successfully execute projects. They are collaborative problem solvers, who are creative and are eager to explore new ideas to support these destinations and their businesses to thrive.

## A bit about the communities we work with

The YEGAmbassador program conducts its work supporting BIAs and businesses in Edmonton's commercial districts. While BIAs and businesses are our primary focus, ambassadors help connect them to broader community stakeholders like social agencies, community leagues, enforcement agencies and city departments. The work of the

YEGAmbassadors is embedded in diverse communities. We strive to reflect the uniqueness of these communities in language, culture, identity, ability, and experiences. We also engage deeply with all members of the community, inclusive of those who are newcomers, vulnerable and/or unhoused. We are seeking a Program Manager who can not only connect with these groups but develop relationships with them and between different stakeholders.

**Interested? Apply before July 1, 2022**

To apply for this position, email a resume to [hr@reachedmonton.ca](mailto:hr@reachedmonton.ca), along with a cover letter that includes what you think the key elements are of a safe and vibrant business community. How do businesses contribute to the community? How does the community support businesses? How does everybody feel included and safe? What do you see your role in all of this?

**Program Manager Responsibilities:**

- Successfully create and manage project plans that are within the scope of the YEG Ambassadors. Ensuring that timelines and reporting are adhered to and that the programs goals, objectives and outcomes are met.
- Manages budget and tracks expenditures.
- Plan and support community engagement activities including meetings, surveys, and interviews.
- Complete analysis and prepare summaries of engagement results to glean relevant information and formulate projects.
- Organize, chair, participate in, and document digital and in-person meetings
- Planning, promoting and attending community-based events
- Ability to be flexible to the needs of the area which may include occasionally working evenings and weekends
- Research and identify community assets and resources. Able to use social science methodologies to support the analysis of business needs.
- Oversee social media channels and community project websites
- Research grant opportunities for the initiative
- Complete funding applications in accordance with the funders requirements
- Experience working for and within steering committee or board environments .
- Knowledge of the core area communities and familiarity with complex dynamics of the social economic forces at play within those areas

**Program Manager's Requirements:**

- Strong interpersonal skills including the ability to provide leadership and build trust amongst a diverse team
- Able to maintain positive and professional relationships with diverse stakeholders
- Strong verbal, written, presentation and facilitation skills
- Ability to speak more than one language is preferred
- Understands community engagement practices and community economic development principles
- Able to work as part of a collaborative team
- Two years of experience in a related field with business exposure and relationships
- Supervisory experience in leading teams, performance management processes
- Social media and website maintenance skills (Facebook, Instagram, WordPress)
- Competency in Google applications (Docs, Sheets, Forms, Slides)
- Competency in virtual meeting platforms like Zoom
- Graphic design competency with Adobe Creative Suite programs are a strong asset
- Formal education in land use planning, business, economics, communications, social sciences, marketing, community development, civic engagement or related field with methodology in social sciences will be strongly considered
- The ability to critically self reflect and to be able to identify their learning requirements and an interest in growing their knowledge and abilities
- Experience working for and within steering committee or board environments
- Ability to operationalize the strategic direction provided by the steering committee into actions and objectives the team will accomplish.
- Knowledge of the core area communities and familiarity with complex dynamics of the social economic forces at play within those areas
- Supervision of Ambassador staff both direct employees and contracted in both street and in office settings
- Significant on-street working, walking in all weather conditions
- Adherence to and implementation of operational protocols, policies and procedures of the employer
- Professionalism and confidentiality are required
- Produce reports according to the requirement of funders

**Personal Attributes:**

- Ability to develop and maintain relationships with diverse communities
- Ability to work independently and with a team
- Ability to prioritize tasks and work on tight deadlines
- Ability to work flexible hours to accommodate community stakeholder schedules
- Commitment to promoting Equity, Diversity and Inclusion

**Selection Process:**

Applications will be shortlisted by program partners which include the City of Edmonton, the North Edge Business Association and REACH Edmonton. Shortlisted applicants will be interviewed by a panel of program partners.

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**This is for 1 full-time salary position of 37.5 hours per week**  
**Remuneration will be based on experience and qualifications**

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**To Apply:** Please email your resume and cover letter to the attention of [hr@reachedmonton.ca](mailto:hr@reachedmonton.ca)

**Posting Date:** May 26, 2022

**Closing Date:** July 1, 2022

We thank you for your interest in the YEGAmbassador Program, and appreciate the effort required to apply for this position. Applicants will be contacted by mid July time if they are selected for an interview.