



## LATINO ENTREPRENEURSHIP PROGRAM COORDINATOR

*Full-time position based out of the MBW Asheville office*

### **About Mountain BizWorks**

Mountain BizWorks ([mountainbizworks.org](http://mountainbizworks.org)) is a non-profit certified community development financial institution (CDFI) that provides tailored small business lending and peer learning services across Western North Carolina. We do this towards a mission of building a vibrant and inclusive local economy. Over the past few years, we have experienced strong growth and are looking for a dynamic individual to join our team to help meet the growing need for capital and entrepreneurial training in underserved communities. This position will be based out of Mountain BizWorks' Asheville office.

### **Purpose**

The overarching goal of the Latino Entrepreneurship Program Coordinator is to develop and operate Mountain BizWorks' Latino Program in a manner that furthers small business success and economic opportunity within WNC's Latinx communities.

### **Key Responsibilities**

- Provide proactive program management and development for the Latino Entrepreneurship Program (LEP)
  - Plan and coordinate an active program of classes tailored to the needs of Latinx business owners such as our Fundaciones business planning course, Financial Tools, and other offerings to address identified needs
  - Understand the specific needs and challenges of Latino entrepreneurs to inform the development of LEP programs by conducting roundtables, surveys and research as well as facilitating a program advisory committee
  - Create an annual program plan detailing key objectives, activities, timeline, and metrics
  - Prepare and submit a quarterly report on LEP accomplishments, outcomes, and next steps
  - Assist with LEP related grant reports, client surveys, new proposal/project development, and other program funding development as needed and as opportunities arise
  - Benchmark MBW's LEP with similar programs nationally and learn from best practices
- Expand access to and engagement with MBW's lending and learning programs to current and aspiring WNC Latinx small business owners
  - Connect Latinx program clients with MBW coaches, classes, lenders, and partner services as appropriate, and in some cases provide technical assistance directly
  - Offer regular orientation/informational sessions on MBW's services and LEP offerings
- Oversee MBW's growing portfolio of pre- and post-loan LEP clients
  - Lead client intake sessions and the creation and monitoring of tailored client service plans for LEP clients
  - Support the Multicultural Catalyst Fund and other initiatives that connect Latinx entrepreneurs to funding opportunities



- Guide and oversee LEP clients through the lifecycle of their Business Coaching projects
- Ensure all LEP client records are up to date, complete, and accurate within MBW's client management database (Salesforce)
- Proactively steward and expand Mountain BizWorks' partnerships with other regional Latino-support organizations including but not limited to Hola Carolina, Western Women's Business Center, True Ridge, CULA, El Centro, and Pisgah Legal Services
- Ensure vibrant LEP communications by leveraging multiple channels such as social media, direct email outreach, community events, creating compelling story content, etc.
- As needed, help ensure Mountain BizWorks program content, marketing materials, forms, and other resources are available in Spanish
- Assist in identifying and onboarding new coaches and facilitators to support the LEP
- Work closely with the Entrepreneurship Program Manager and Mountain BizWorks management on the overall direction of the LEP and to ensure LEP services are integrated to Mountain BizWorks' overall offerings

### **Additional Responsibilities**

- Be an active and supporting member of the learning team by participating in regular meetings
- Collaborate with team members and across organizational departments to advance team and organizational goals and strategy
- Serve as a member of the internal Mountain BizWorks committee focused on increasing entrepreneurship in communities of color
- Maintain a current understanding of Mountain BizWorks lending and learning programs
- Demonstrate a commitment to continual program improvement and professional development
- Provide professional, courteous, and excellent customer assistance to our front office operations including welcoming guests, assisting walk-in clients answering phones, and other front-office support tasks

### **Qualifications and Experience**

- Commitment to the Mountain BizWorks' Vision, Mission, and Values
- Spanish and English fluency: bilingual, bi-literate, and bi-cultural
- Experience in and commitment to working in a team-oriented environment
- Experience as owner of a small business and/or comfortable with business and self-employment concepts
- Strong understanding of the stages, needs, and challenges of starting/growing a business
- Excellent interviewing and active listening skills
- Ability to work independently and to effectively manage time
- Ability to juggle multiple projects in a self-directed manner and adapt to changing priorities
- Self-driven initiative and performance of the highest quality, with keen attention to deadlines and details
- Experience in program measurement & evaluation
- Demonstrated success in building and maintaining strong community partner relationships



- Ability to routinely and efficiently input, organize, maintain, and update data and files
- Ability to adapt to new technology quickly and enthusiastically
- 2+ years work experience in a related environment
- College degree preferred

**Reporting Relationship:** Reports to Entrepreneurship Program Manager

**Location**

This position is based out of our Asheville office. During the COVID-19 pandemic, the position should be prepared to also work remotely when needed.

**Compensation & Benefits**

Mountain BizWorks provides a competitive salary. Full-time position with benefits package, including: medical insurance, retirement plan, paid vacation and holidays. Significant opportunities for growth.

Mountain BizWorks values and respects all types of diversity and strongly encourages applicants from traditionally marginalized groups to apply. We prohibit discrimination and harassment and provide equal employment opportunity without regard to, and not limited to, ethnicity, religion, race, national origin, abilities, gender identity, sexual orientation, age or genetic information.

**To Apply:**

Qualified/interested candidates should email their resume and cover letter to [careers@mountainbizworks.org](mailto:careers@mountainbizworks.org) with the subject line "Latino Entrepreneurship Program Coordinator". Initial responses to this opportunity are requested by April 25th with the position remaining open until filled thereafter.