



OPPORTUNITY ASHEVILLE

Building Business. Creating Jobs. Increasing Access.

Opportunity Asheville Liaison

Part-time Independent Contractor Position

Name of Project: *Opportunity Asheville: Expanding Small Business Ownership and Success in Low-Income Communities*

List of Partner Agencies: The Western Women's Business Center, at Carolina Small Business Development Fund
Eagle Market Streets Development Corporation
Mountain BizCapital, Inc. d/b/a Mountain BizWorks

BACKGROUND

Opportunity Asheville (OA) is a multi-agency collaborative expanding small business ownership and success within Asheville low-income communities and communities of color. Opportunity Asheville was launched in 2017 by Mountain BizWorks, Eagle Market Streets Development Corporation (EMSDC), and the Western Women's Business Center (WWBC) to integrate our distinct and proven services.

DESCRIPTION OF WORK

This role supports all three organizations with the mission of supporting low to moderate income individuals that qualify for Community Development Block Grant (CDBG) funding scholarships to start and grow small businesses.

- Become well versed in all partner organization's services and research/ communicate opportunities available to Opportunity Asheville clients including but not limited to: grants, events, community engagement opportunities, RFPs, contracting opportunities, etc. Share with both clients and all three resource partners.
- Be a compassionate ear and advocate for the needs and challenges of Opportunity Asheville clients.
- Coordinate and lead monthly Opportunity Asheville partners meetings.
- Hold client/ partner meetings at the various organization's locations as permitted due to changing CDC guidance.
- Develop marketing materials and messaging for the website, social media, news, and other outlets to lift the brand and increase OA's client base.
- Conduct community outreach and attend networking events to build awareness and encourage participation in Opportunity Asheville.

- Attend monthly African American Business Association (AABA) meetings and promote Opportunity Asheville.
- Attend at least one quarterly OA Agency Leaders Meetings to provide updates to Matt, Zuri and Stephanie.
- Collect documentation from clients to build out Opportunity Asheville/CDBG scholarship files and develop systems for improving communication and scholarship document sharing between partners.
- Track OA referrals and record services utilized by existing clients.
- Establish a check-in/ follow-up process with Opportunity Asheville clients to build trust, maintain strong relationships with participants, and collect information that is useful for grant reporting.
- Be the liaison between participants and the partner organizations to share impacts, stories, collective feedback from clients to shape the way we provide our services.

PREFERRED QUALIFICATIONS:

- Familiarity with Asheville and the entrepreneurial ecosystem of Western North Carolina
- Lived experience and/or professional experience working with communities who face barriers to entrepreneurship including low income and people of color
- Demonstrated success in building and maintaining strong relationships within the community
- Strong understanding of the stages, needs, and challenges of starting/growing a business
- Ability to work independently and to effectively manage time
- Strong written and verbal communication skills and high emotional intelligence
- Bilingual: English/Spanish

Reporting Relationship:

Rotating check-ins each week with the various Opportunity Asheville organizational leaders. Contract will be evaluated on a quarterly basis to review progress and refine priorities for the coming quarters.

Job Classification: This is a Part-Time Independent Contractor Role

Contract Period: 6 month contract with a review and an option to renew

Location: Temporarily remote, or in office with flexibility as Covid restrictions change

Compensation: \$25/hr up to 20 hours per week

Pay Cycle: Generally paid the 2nd Friday or by the 15th for the prior month

To Apply: Send Resume & Cover letter to: careers@mountainbizworks.org Attn: Jill Kichefski

