



Craft Your Commerce Program Manager

Full Time position based in WNC

Purpose:

- Provide excellent program direction and implementation for [Craft Your Commerce](#) (CYC) and support the broader craft/creative sector in a manner that advances Mountain BizWorks' strategic objectives, is responsive to the changing needs of creative entrepreneurs, and supports ongoing program sustainability.
- Ensure CYC and other creative sector program activities are tightly integrated with MBW's core lending and learning services and include a keen focus on expanding opportunity for women, entrepreneurs of color, and rural small businesses.
- Serve as a collaborative member of the Mountain BizWorks team and Sectors Department.

Note: This is currently a grant supported position, and as such, the ongoing sustainability of this position will require ongoing proactive program funding development, new earned income streams, or a combination thereof.

Position Responsibilities/Essential Functions:

- **Craft Your Commerce program direction and implementation**
 - Deliver an exceptional entrepreneurship training program for WNC makers, artists and creatives, including online learning curricula and programs.
 - Assess the needs of makers and connect them to appropriate resources, including MBW's learning and lending services.
 - Identify model programs and resources that could be implemented in WNC to further support the craft business community.
 - Convene and facilitate an effective Craft Advisory Committee to assist in assessing, planning, and promulgating new project initiatives.
 - Broaden access to opportunities for creative entrepreneurs in underserved communities.
 - Drive marketing and communications strategy for the program, in collaboration with Mountain BizWorks staff, partners, and vendors
 - Grow the Craft Sectors outreach database to maximize visibility of programs and offerings among craft entrepreneurs and service providers
- **Develop and actively pursue strategies that contribute to the sustainability of the Craft Your Commerce program**
 - Discover, assess, and pursue opportunities that could add to the funding stack of the project, including but not limited to securing additional project grants.



- Explore revenue generating initiatives that provide makers and crafts businesses access to new markets and pathways for scaling their operations.
- Assess the feasibility of proposed new initiatives through research and direct engagement with makers and other key stakeholders who will be impacted
- Provide capable financial management of the program to ensure long-term sustainability and client impact.
- **Serve as a craft sector expert for other Mountain BizWorks departments**
 - Serve as a liaison in the creative sector for Mountain BizWorks' Lending team, and help ensure regional craft clients understand and have access to our small business lending resources.
 - Serve as an in-house Creative Sector program developer for Learning programs.
- **Conduct and/or coordinate coaching & technical assistance for creative entrepreneurs to enhance their success**
 - Identify and recruit small business coaches with qualifying backgrounds in craft and relevant creative enterprises.
 - Help connect businesses with qualified coaches, and provide limited amounts of 1:1 coaching to craft businesses.
- **Advance sustainable economic development for the Western North Carolina region through creative entrepreneurship.**
 - Help ensure that businesses as well as service providers are interconnected and well networked, and identify any key gaps in the business support ecosystem.
 - Lift up missing pieces of the craft ecosystem, and support entrepreneurs to address them.
 - Coordinate with regional partners to identify and pursue opportunities for craft-based economic development.
 - Occasionally assist with potential craft business expansion or attraction projects.
- **Be the liaison between Mountain BizWorks and community stakeholders to strengthen connections and foster collaboration within the craft industry**
 - Engage the craft business community to understand the ongoing needs of makers and how the CYC programs and Mountain BizWorks' Lending and Learning offerings can be tailored to meet these needs.
 - Work with community partners to effectively reach out to and engage makers from underserved communities and connect them to opportunities including BIPOC-focused workshops.
 - Identify and help to address craft workforce needs via collaborations within the sector, and with key regional workforce development & educational institutions.



- Assist with annual and ongoing collection and evaluation of CYC program effectiveness, client impact, and organizational community impact data.
- Assist in building out and managing MBW's craft sector client and stakeholder contact database.
- **Grow WNC's visibility and renown as a national hub for craft entrepreneurship**
 - Increase regional and (inter)national recognition of WNC as a center of excellence within craft in order to further the success of WNC-based craft brands and help drive sector investment as well as regional pride of place
 - Engage with key partner organizations and decision makers at a national level to ensure that local creatives have access to enhanced opportunities; this includes limited advocacy work on behalf of the creative sector

Minimum Required Education, Skills, and Attributes:

- A demonstrated commitment to [Mountain BizWorks' vision, mission, and values](#)
- Must live in Western North Carolina, or be willing to relocate here

Required Experience

- Bachelor's degree in a related field or 3+ years of direct experience in entrepreneurial support for businesses in the Craft/Arts sector
- Place-based economic development experience is a plus

Required Skills

- Ability to work independently to effectively manage time
- Project development and management
- Grant writing & reporting
- Building and managing organizational partnerships, including partnerships with shared accountability for project deliverables
- Verbal communication in 1:1 and group settings, including cultivating funder relationships, presenting to audiences at meetings and trainings/conferences, and connecting with entrepreneurs and partners in individuals and small-group settings

Desired Attributes

As a member of the Sectors team, managing the Craft Sector program, an ideal candidate should demonstrate the following attributes:

- Innovative, creative, and strategic thinker and problem solver
- Ability to thrive in an entrepreneurial, team-oriented, mission-driven environment



- Commitment to excellence and a bias for action
- Orientation to partnerships and collaborations
- Demonstrated ability to meet deadlines while maintaining a high level of accuracy, organization, and quality
- A willingness to proactively address challenges and flag potential issues early on

Other (Supervisory Responsibilities, Schedule, Travel):

- This position has no supervisory responsibilities.
- Normal business hours are Monday - Friday, 9am - 5pm with opportunities for flexibility; however, this position may require some weekend and/or evening work to accommodate the services offered by Mountain BizWorks.

Physical Demands:

- Work Environment/Physical Demands: position duties are performed in a typical office environment, with minimal exposure to excessive noise or adverse environmental issues. The employee may occasionally lift and/or move up to 10 pounds.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Compensation & Benefits:

Anticipated starting salary of **\$55,000** with significant growth opportunities.

- Medical insurance plans
 - 80% of employee medical paid by employer
 - family coverage paid by employee
- Dental, vision & supplemental insurance options
 - 100% employee paid
- Retirement plan
- 9 paid holidays; 1 day of service
- Paid Time Off (PTO):
 - Earn 18 days/year the 1st year of employment
 - Earn 24 days/year after 1st year of employment
- Professional Development Fund
- Sabbatical Leave Program
- Self-Care Fund
- Flexible schedule opportunities, as permitted by the role and workload

About Mountain BizWorks:

Mountain BizWorks (www.mountainbizworks.org) is passionate about serving Western North Carolina as a non-profit community development financial institution (CDFI) providing tailored small business lending and peer learning services. Our mission is to build a vibrant and



inclusive entrepreneurial community in Western North Carolina by helping small businesses to start, grow, and thrive. When small businesses succeed, we all prosper.

Mountain BizWorks is seeking to create a diverse work culture that closely matches the diversity of our client base and the communities we support. Our seven core values are modeled by our team and incorporated throughout business operations: equity, inclusivity, collaboration, stewardship, sustainability, entrepreneur-centric, and local.

Status: Full-time, Salary, Exempt

Reports to: Director of Sector Development

Work Location: Mountain BizWorks serves the mountains region of North Carolina with offices in Asheville and Boone. We also have a hybrid work environment which enables remote work opportunities throughout the WNC region.

How to Apply:

Qualified/interested candidates should **email** their resume and cover letter to careers@mountainbizworks.org with the subject line "**Craft Your Commerce Program Manager**". Applications will be accepted on a rolling basis, and the position will be posted until it is filled.

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.