

Position Title: WWBC Latino Business Development Consultant

Position Overview:

This Consultant supports the mission and impact of the Western Women's Business Center (WWBC) by delivering business development outreach, coaching, training, and special events for entrepreneurs in WNC, with a particular focus on Latino-owned small businesses.

The Consultant reports to the WWBC Director and is responsible for supporting the WWBC in accomplishing department objectives, goals, and guidelines established by the CEO and the Board and maintains a professional and supportive work environment.

We expect this position to require 15-25 hours per week.

Consultant Job Duties:

- Deliver training and one-on-one coaching services to support the needs of entrepreneurs, especially those in the Latino community. Coaching and training topics may include:
 - Business operations
 - Financial analysis
 - Marketing and branding
 - Preparing for a small business loan and/or COVID-19 disaster funding
 - Small business resilience
- Ensure services meet the needs of both rural and urban entrepreneurs across 24 county service areas
- Discern detailed eligibility and applicability of available funding options for small businesses in a rapidly changing environment
- Implement and utilize a case management system for documenting activities and outcomes of client work, following necessary compliance from funders.
- Remain accountable for meeting performance metrics including businesses served and relevant outcomes including jobs created and retained, business starts, and access to capital.



Consultant Skills and Qualifications:

- Relationships with local partners across the 24 county service area including Chambers of Commerce, Small Business Centers, and other local economic development agencies
- Expertise and experience with issues facing entrepreneurs in our region, especially those in small business sectors common for our clients--retail, food manufacturing and restaurants, hospitality and tourism, arts and entertainment, and agriculture
- Ability to deliver engaging and expert services both online and in person
- Bachelor's Degree in business, finance, marketing or a related field.
- Bilingual in Spanish and English

To Apply:

Please submit your resume, cover letter, and desired hourly rate via email to zaniel@carolinasmallbusiness.org.