



TITLE: Small Business Advisor

POSITION OVERVIEW

Wacif invites applications to fill two positions for Small Business Advisor. The Small Business Advisor will provide high quality coaching and capacity building technical assistance (TA) to entrepreneurs and small business owners, which includes developing business, marketing and financial plans, preparing loan applications, and providing resources and information on how to start or grow businesses and access procurement opportunities.

The Small Business Advisor will assess customer needs and respond in a variety of ways to create effective solutions for the client to create economic impact. The Small Business Advisor will make direct visits to client companies and resource network partners and assists in conducting training programs, outreach, and public relations activities for the organization. The position will operate from two locations in Washington, DC.

REPORTS TO: Director, Programs & Small Business Services

DUTIES & RESPONSIBILITIES

Under direct supervision of the Director for Programs & Small Business Services, the Small Business Advisor provides one-on-one confidential client consultations in the areas of small business development (business formation, business planning, marketing, sales, financing, procurement), preparing loan applications, and providing resources and information on how to start, sustain, and grow businesses. The Small Business Advisor will provide high quality coaching to entrepreneurs and business owners and educating clients regarding market feasibility, cash management, and access to capital. The Small Business Advisor provides group training sessions (workshops and seminars) on business topics for clients and the public and may represent Wacif at business expositions and panel.

The Small Business Advisor should carry out the following tasks:

- Conduct effective, confidential one-on-one client advisement service for small business clients in office and at client's sites
- Provide solutions to customers in response to identified needs including research, advising, training, and education in specific, functional areas of small business development such as business formation, business planning, marketing, sales, financing, and other small business issues and challenges
- Assist with client's preparation loan application packaging.
- Possess a proficient knowledge of writing and evaluating professional business plans
- Plans and deliver appropriate business workshops, in accordance with established goals and deliverables
- Prepare and maintain accurate counseling evaluations and written narratives in the Outcome Tracker system
- Prepare appropriate training summary reports from business workshops in accordance with Small Business Administration (SBA) requirements and internal, standardized report forms
- Assist with maintenance of current email/ mailing list for Wacif's TA communications
- Prepare and disseminate appropriate promotional and advertising materials regarding Wacif's TA initiatives, programs, and services.
- Maintain working knowledge of government procurement to effectively assist clients
- Participate in training programs for professional development and may attend paid programs (pending Director's approval and funding)

- Attend business industry events to generate referrals from external resource organizations and private sector network of assistance providers, to meet potential clients, and to foster relationships with business resource partners (lenders, chambers of commerce, business and professional trade associations, etc.)
- Assist with the social media outreach efforts
- Support and work with partner organizations to organize and deliver workshops to businesses in metropolitan Washington DC area
- Assist with outreach and public relations, as needed
- Prepare articles on client successes for public release, as directed
- Required to work extended hours including weekends to conduct and participate in workshops, conferences, seminars, and other TA program related activities
- Other duties as assigned by appropriate supervisory personnel

JOB KNOWLEDGE, QUALIFICATIONS & SKILLS REQUIRED

- Bachelor's degree from an accredited institution required
- At minimum, 3 years of experience in small business technical assistance
- Knowledge and understanding of the principles and practices of small business operations.
- Ability to develop basic business plans, marketing plans, financial strategies, and business loan applications.
- Ability to develop and present educational programs and/or workshops.
- Knowledge of the characteristics and prerequisites of a successful business loan application.
- Deep familiarity with and ability to analyze financial statements
- Solid knowledge of the SBA's Microloan, Community Advantage, and/or 7(A) loan programs, preferred.
- Excellent oral, written, verbal and interpersonal communication skills with special attention to detailed editing of promotional materials, website and print pieces
- Excellent public speaking, organizational, and problem-solving skills and abilities
- Exceptional customer service
- Fluency with Microsoft Office suite
- Experience customer relationship management systems, WordPress, event registration platforms, and/or marketing automation systems is preferred

About the Washington Area Community Investment Fund (Wacif)

Since its inception in 1987, the Washington Area Community Investment Fund (Wacif) has closed nearly 400 loans totaling more than \$32 million in strategic financing for small business startup and growth, affordable housing developments and cooperatives, and childcare and community facilities throughout the Washington, DC, metropolitan region. Wacif is a nonprofit Community Development Financial Institution (CDFI), and over the past five years has closed nearly 130 loans totaling \$8 million, assisted over 2,000 entrepreneurs with small business coaching and technical assistance, resulting in over 300 local jobs created or retained.

COMPENSATION

Salary will range will vary with experience from \$50,000 to \$70,000. Medical, Dental, Vision, Life & Disability coverage available. Retirement plan (some employer contribution & matching); paid vacation (increased with tenure), holiday and sick leave days.

TO APPLY

Interested candidates should email a resume/CV, thoughtful cover letter that outlines how your skills and experience meet the qualifications of the position, and salary requirements to opportunity@wacif.org with "Small Business Advisor" in the subject line. First application reviews will begin March 1, 2018.

Wacif is an equal opportunity employer and welcomes candidates from diverse backgrounds.

We thank all those who apply, but only shortlisted candidates will be contacted.
No calls please. Telephone inquiries will not be accepted.