

Revised: May 2024



Job Title: WWBC Program Associate

Location: Asheville Office

Reports to: WWBC Director

FLSA Status: Non-Exempt

Salary Grade: 8

Who we are: Carolina Small Business Development Fund (CSBDF) is a nonprofit and certified community development financial institution (CDFI). We are passionate and committed to providing support to small businesses across the state. Our Mission is to foster economic development in underserved communities by providing capital, business services, and policy research to support small businesses. CSBDF provides assistance to small businesses in four major ways: as a partner, as a trusted guide, as an advocate for small businesses, and as an accessible funding source. Our work supports our vision to create economic opportunity for all people.

Nature of Work: This position is responsible for providing support in all WWBC programming areas. This individual will need to have proficient knowledge of all programs and services in order to assist clients properly, encourage them to register for training, coaching, and connection to resources. This position requires the individual to be bilingual in Spanish and English.

Supervisory Responsibilities: This position does not have any supervisory responsibilities.

Essential Job Functions:

The following duties are NOT intended to serve as a comprehensive list of all duties performed by all employees in this classification. Shown are duties intended to provide a representative summary of the major duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

- Proficient knowledge of all WWBC loan programs and services to direct clients to proper areas: WWBC, Lending, Technical Assistance, trainings or other.
- Lead the planning, execution, and promotion of the WWBC annual conference and annual holiday pop-up event.
- Plan and organize a diverse range of WWBC trainings seminars, and special events, monitor class registrations, identify low enrollment classes, and decide necessary actions.
- Evaluate the success of each event through attendee feedback and post-event analysis, adjusting for future improvement.
- Develop and maintain WWBC training calendars used internally and marketed externally. These include a web calendar, a printed calendar of events, and events in social media.
- Works with WWBC Director in recruiting and onboarding new instructors, conducting interviews and evaluations to assess their qualifications and fit for specific training programs.
- Develop relationships with consultants, trainers, and speakers assigned to workshops and seminars assisting them throughout the planning and facilitation of the workshops and seminars.

- Serve as the primary liaison between WWBC and external instructors, trainers, and subject matter experts, fostering positive relationships and ensuring clear communication throughout the training process.
- Regularly review program metrics and outcomes to measure the effectiveness of education initiatives and inform decision-making.
- Facilitates WWBC trainings and speak on WWBC's behalf as needed.
- Manage all aspects of room and event reservations, including coordinating with venues, securing necessary permits or contracts, and confirming logistical details.
- Coordinate with marketing and communications teams to promote training opportunities through various channels, including the organization's website, social media platforms, and email newsletters.
- Act as a liaison with community partners to stay up to date on community-wide business training efforts and programmatic work that may overlap.
- Attend events as WWBC representative and attend meetings as required.
- Responsible for data entry and database management to accurately record events and client information and outcomes.
- Represent WWBC at networking events, conferences, and other industry gatherings, showcasing the organization's commitment to supporting small businesses and entrepreneurs.
- Oversee the production and distribution of the monthly newsletter, coordinating with internal teams to gather content, design layouts, and schedule email sends.
- Assists in management of social media platforms as assigned.
- Work with Director to monitor office expenses and budget allocations, seeking cost-effective solutions and identifying opportunities for savings or streamlining processes.
- Maintain efficient office operations by overseeing supply inventory and ordering necessary materials and equipment in a timely manner.
- Ensure a welcoming and organized office environment for staff, clients, and visitors, addressing any maintenance or facility-related issues promptly.
- Assists in community outreach activities as assigned.
- Handles all room and special event reservations and maintain log.

Finance Functional Area:

- Participates in the annual SBA audit of client files and reporting with the SBA Regional Area Representative.
- Reviews workshops notes and invoices that are provided by WWBC Business Consultants and allocates appropriate grant funding.

Policy and Research Functional Area:

- Functions as a back-up to provide impact and demographic data for grant compliance reports and for CBSDF's policy and research function on a regular basis and upon special request.

Additional Responsibilities:

- Provides administrative support to WWBC Director.
- Acts as main point of contact for all walk-ins and visitors of the WWBC.
- Participates in staff meetings, education, and community events as requested by Management.
- Strong attention to detail and ability to accurately review and record information.
- The ability to interact with diverse stakeholders such as clients, internal staff, funders, government agencies and other stakeholders.
- Driving to and from WWBC, events and client businesses as needed.
- Perform other duties as assigned.

Qualifications:

- Associate degree.
- 2 –3 years of relevant work is a plus.
- Provide outstanding customer service to all. A great attitude and flexibility are a must.
- Must have proficiency in using Microsoft Office, MailChimp, CenterIC, Salesforce, Teams, Zoom, Eventbrite, Survey Monkey, WordPress, etc.
- The ability to manage large volumes of work in a busy office is vital.
- Ability to fluently communicate in Spanish bilingually is required.

Living our Values:

Our brand symbolizes how we enact our theory of change in support of current and aspiring small business owners. The torch logo reflects a three-pronged commitment to help entrepreneurs grow and thrive through affordable financing, holistic business solution services, and evidence-based policy research. The strategic road map is based on a set of guiding values that are the foundation of our activities. We have adopted the following shared corporate values:

- Embrace Diversity
- Live with Integrity
- Maintain Trust
- Foster Stability
- Be Efficient
- Aligned Accountability

Physical Demands:

The work is primarily sedentary but may involve some physical exertion during the course of normal work activities, and travel to meetings, conferences, or workshops in other cities. Extended hours may be required on a frequent basis.

- While performing the duties of this job, the employee is frequently required to stand, sit, talk and hear.
- The employee is occasionally required to move about the office; use hands and fingers to feel, handle, or operate computers and office equipment.
- Specific vision abilities required by this job include close vision and the ability to adjust focus.
- The employee is required to interact with the general public, small business owners and others.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work Environment:

Work involves the normal risks or discomfort associated with a standard office environment and is usually in an area that is adequately heated, lighted, and ventilated.

- The work is performed primarily in an office or client business setting. The noise level in the work environment is moderate.
 - Travel in a wide geographic area is required approximately 20% of the time. Employee must hold a Carolina Small Business Development Fund

driver's license and be able to travel outside of the office for meetings, conferences, and other job-related commitments.

- From time-to-time employee will be expected to hold training events, attend community events, attend out-of-town conferences, and represent the organization in addition to the normal business schedule.

Compensation:

We offer a competitive salary (\$23.00 - \$25.00 per hour) that is dependent on prior experience. Our benefits package includes Medical, Dental, Vision, Short Term Disability, Long Term Disability, 401k Account with employer match, plus generous vacation and sick time.

Carolina Small Business Development Fund (CSBDF) is an equal opportunity employer, including disabled persons and veterans.