

Wisconsin Women's Business Initiative Corporation

Outreach and Client Business Advisor

Reports To: Regional Director

FLSA: Exempt

Salary 54,000.00

Outreach and Client Business Advisor is a full-time position responsible for specific targeted outreach, technical assistance for pre- and non-WWBIC loan clients, and assisting with the coordination and expansion of WWBIC's small business training and lending programs for an assigned region at WWBIC.

ESSENTIAL JOB FUNCTIONS

- Increase awareness of WWBIC's services and resources, referrals, and usage of WWBIC's training and lending products and services throughout a specific WWBIC market to current and potential entrepreneurs.
- Coordinate and deliver outreach efforts to new clients and businesses in a targeted market.
- Assess client needs and utilize direct business coaching via one-on-one consultations, workshops, or small group counseling sessions to successfully meet the needs of the client.
- Effectively communicate client needs and observations with team members, working in tandem to develop action plans and create clear hand-offs between team members as needed to best serve the client.
- Coordinate and implement outreach efforts to assist with overall WWBIC development opportunities, training opportunities, and lending opportunities for current and potential business owners by utilizing multifaceted outreach methods including presentations, community resource opportunities, one-on-one meetings, printed collateral, social media, etc.
- Provide strategic outreach to identify opportunities to promote Kiva to entrepreneurs in the City of West Allis by leveraging borrower networks, community events, partnership development and creative marketing strategies.
- Ensure that all outreach strategies are consistent with WWBIC's mission and overall goals and objectives.
- Collect, track, and input counseling hours and all data needed into Neoserra monthly, assisting the region in successfully meeting all deliverables. Monitor and assist in the fulfillment of related contracts.
- Work with Regional Director to implement regular outreach and program promotion, to foster new and existing relationships, and to ensure collaborative partnerships with other economic development entities and private sector partners.
- Represent WWBIC at local, regional, statewide functions, meetings, conferences, etc.
- Assist in overall mission of WWBIC by working in a team environment to effectively complete other duties as assigned.

SUPERVISORY RESPONSIBILITY

- None

QUALIFICATIONS

Minimum three to five years' experience, preferably working with small business or in economic development, preferably with a focus on service low-to-moderate income individuals. Bachelor's degree or equivalent experience required. Must possess familiarity with assigned targeted markets. Excellent organizational, analytical, inter-personal communication skills and attention to detail a must. Requires good verbal communication skills with all audiences, ability

to meet deadlines and demonstrate professionalism. Spanish Speaking A Plus- Must have demonstrable computer skills including Microsoft Office skills with access database experience a plus. Valid driver's license and proof of liability and property damage insurance on vehicle used is required as position requires local travel and evening/occasional weekend work can be expected. The ideal person is flexible, positive, and has a sense of humor. Must always present a positive professional appearance.

WORKING CONDITIONS/PHYSICAL DEMANDS

- Work is generally more sedentary in nature with movement required.
- Work is primarily performed within an office environment with standard office equipment although some travel is required.
- Must be able to read, write, and communicate fluently in English. Must have clarity of vision.

The above statements are intended to describe the general nature and level of work being performed by people assigned to do this job. The above is not intended to be an exhaustive list of all responsibilities and duties requires.

*External and internal applicants, as well as position incumbents who become disabled as defined under the Americans with Disabilities Act, must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case-by-case basis.

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