



# Women's Business Development Council

## Access to Capital Business Advisor

### **Overview**

The Women's Business Development Council (WBDC) is seeking a small business marketing expert to serve as its part-time Access to Capital Advisor, based in our Hartford office.

The Business Advisor has a multi-faceted role within the Client Services Team. They are responsible for developing and delivering relevant, cutting-edge, quality entrepreneurial programs and services focused on all aspects of Access to Capital to WBDC clients to achieve optimal economic impact outcomes. The Access to Capital Business Advisor will be responsible for educating clients and staff on the elements of financial management and accessing capital for businesses of all sizes. Key knowledge areas include: financial accounting, access to capital from traditional and nontraditional sources, preparing to access capital, and helping clients to identify the right source of capital for them and their business, etc.

This person will also be responsible for engaging clients, volunteers, and the community. This position is a key contributor for enhancing and maintaining WBDC's strategic competitiveness as the preferred provider of entrepreneurial training in Connecticut. The Access to Capital Business Advisor will report to WBDC's Capitol Region Program Manager.

This is a full time role. At least two days/week will be worked from our Hartford office, and the remaining days can be done remotely. Occasionally, evening or weekend work may be required. Travel around the state and to our offices in Stamford, Waterbury, New Haven, and New London, as well as other locations across Connecticut, will be required on a regular basis. The salary range for the role is \$70,000 to \$75,000 plus benefits, commensurate with experience.

### **Duties and Responsibilities**

- Develop, enhance, and deliver WBDC's Access to Capital program, in collaboration with other business advisors; recruit guest speakers and advisors; counsel and guide clients on financing topics and strategy; advocate and encourage business plan development; review business plans and provide clients with constructive, actionable feedback
- Enhance and deliver WBDC entrepreneurial Access to Capital programming through live and on-demand training and one-on-one business advising
- Advise and assist clients on all aspects of launching and/or scaling a small business and financial management
- Enhance existing offerings and develop new programs to address changing client needs and economic conditions for new and established business owners
- Develop/maintain working knowledge of LivePlan, an online business planning tool to utilize in classes and counseling sessions
- Develop/maintain working knowledge of micro enterprise and small business programs in Connecticut and nationally
- Develop/maintain a working knowledge of latest tools available to provide entrepreneurs with enhanced financing opportunities to build their businesses

- Assist Program Team with WBDC's grant programs, including providing pre- and post-funding technical assistance, application review and reporting
- Follow-up with clients after classes, grant applications and advising, to boost client engagement and collect outcomes
- Complete required data for compliance on a timely basis, within 48 hours after each class/ counseling session; collect client evaluations and testimonials; contribute to client success stories
- Develop and maintain relationships with community partners and lenders around Connecticut
- Engage financing programmatic volunteers; develop and maintain relationships with volunteers, including vetting volunteer instructors, counselors, and advisors; work with team to ensure seamless tracking and reporting
- Maintain confidentiality and professionalism in all client interactions
- Represent and assist at WBDC programs and events
- Represent WBDC at partner events and meetings
- Other duties as assigned

### **Qualifications**

- Bachelor's Degree in business, marketing, or relevant field; Master's in Business Administration or related field preferred
- Minimum 8 years professional experience in the fields of small business management, finance, banking, lending, economic development, or micro-enterprise, with experience delivering training and counseling/coaching to small business owners strongly preferred
- Finance experience
- Knowledge of current financing trends and best practices
- Knowledge of food businesses a plus
- Experience in community outreach
- Experience working with diverse communities or underserved populations
- Excellent communication, writing, organizational and decision-making skills
- Excellent presentation/public speaking skills to small groups in person and virtually
- Proficiency with Microsoft Word, PowerPoint, Excel and Outlook
- Sensitive to the needs of a diverse client base
- Availability to work occasional evenings and/or weekends as needed
- Fluency in English required, Spanish a plus
- Must have own transportation as this position requires travel between locations

### **About Us**

Headquartered in Stamford with regional offices in New Haven, Hartford, Waterbury and New London, the Women's Business Development Council (WBDC) is the statewide leader of entrepreneurial education for women. WBDC's mission is to support economic prosperity for women and strengthen communities through entrepreneurial and financial education services that create and grow sustainable jobs and businesses across Connecticut. WBDC educates, motivates and empowers women to achieve economic independence and self-sufficiency. Since 1997, WBDC has educated and trained more than 18,900 clients in all of Connecticut's 169 towns—helping women to launch, sustain and scale over 14,000 businesses, create and maintain over 31,000 jobs in Connecticut, and access more than \$57 million in capital. Visit [ctwbdc.org](http://ctwbdc.org) for more information.

WBDC offers a competitive benefit package including health, dental, vision, and life insurance, a retirement plan, paid time off, and holidays, in a supportive working environment.

### **How We Operate**

We are a team of over 30 talented individuals who collectively deliver outstanding results through a high level of passion and commitment.

### **Please apply if you:**

- Possess an *Entrepreneurial Mindset* – creative, motivated, enthusiastic, and energetic
- Seek to inspire and empower those around you, whether they are clients or colleagues
- Thrive in a fast-paced environment, and are comfortable with change
- Take initiative, and are willing to go above and beyond to achieve results
- Are highly detailed, and demonstrate a sense of urgency in setting and meeting deadlines
- Can work independently, and see the big picture while working in the day-to-day
- Prosper in a culture of teamwork and growth, and value collaboration
- Are passionate about supporting women entrepreneurs and small business owners

### **How to Apply**

Interested candidates should email their cover letter, and resume to [resumes@ctwbdc.org](mailto:resumes@ctwbdc.org). Please list WBDC ACCESS TO CAPITAL BUSINESS ADVISOR in the e-mail subject line. No phone inquiries.

### **Disclaimer**

The statements herein are intended to describe the general nature and level of work being performed by the employee in this position. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of a person in this position.

### **WBDC, Inc. Equal Employment Opportunity Statement**

WBDC is committed to creating a diverse environment and is proud to be an equal opportunity employer. We welcome qualified applicants to receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.