



Marketing Business Advisor

Overview

The Women's Business Development Council (WBDC) is seeking a small business marketing expert to serve as its part-time Marketing Business Advisor.

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 Marketing to WBDC clients to achieve optimal economic impact outcomes. The Marketing Business Advisor will be responsible for educating clients and staff on the importance of strategic marketing efforts for businesses of all sizes. Key knowledge areas include: Integrated Marketing strategy, market and competitive analyses, identifying target markets, market segmentation, consumer trends/behavior, optimizing communications channels, digital media (including social media), pricing, 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 Marketing Business Advisor will report to WBDC's East Region Program Manager.

This is a hybrid, part time role, with the hours of 9:00 – 5:00 on Tuesday, Wednesday and Thursday. At least two of the days will be worked from one of our offices, and the third day 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, Hartford and New London, as well as other locations across Connecticut, will be required on a regular basis. The salary range for the role is \$45-50/hour.

Duties and Responsibilities

- Develop, enhance, and deliver WBDC's multi-tiered Marketing program; recruit guest speakers and advisors; counsel and guide clients on Marketing topics and strategy; advocate and encourage business and marketing plan development; review business and marketing plans and provide clients with constructive, actionable feedback
- Enhance and deliver WBDC entrepreneurial Marketing programming through live and on-demand training and one-on-one business advising
- Counsel and assist clients on all aspects of launching and/or scaling a small business using available Marketing tools, e.g., website, emails, social media, advertising, POS, etc.
- 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 micro enterprise and small business programs in Connecticut and nationally
- Develop/maintain a working knowledge of latest tools available to provide entrepreneurs with enhanced Marketing opportunities to build their businesses cost effectively
- Assist Program Team with WBDC's grant programs, including providing pre- and post-funding technical assistance 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
- Engage Marketing 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, marketing, economic development, or micro-enterprise, with experience delivering training and counseling/coaching to small business owners strongly preferred
- Marketing experience in a variety of fields
- Knowledge of current marketing trends and best practices
- 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, Waterbury, Hartford 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 for more information.

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. Please list WBDC MARKETING 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.