



WBDC Community Outreach Manager

The Women's Business Development Council (WBDC) is seeking a Community Outreach Manager to direct the development and implementation of the organization's educational and community relations activities. Reporting to the Marketing & Communications Director, this position is responsible for researching, monitoring, documenting, and analyzing policy issues relevant to WBDC's mission and its constituency (women entrepreneurs and child care providers) at the municipal, state, and federal level, including relevant proposed, legislation, laws, regulations and events. The Community Outreach Manager will also support WBDC's legislative and community outreach and engagement activities through close collaboration with internal Marketing, Programs, and Development teams to devise and implement communications strategies to nurture strategic partnerships and coalitions, educate policymakers, and support WBDC's mission and priorities.

In successfully implementing this work, the Manager will strategically position WBDC in important conversations and convenings related to the women's entrepreneurial landscape in Connecticut by deepening existing partnerships and establishing new ones, educating and engaging influential decision-makers, considering how policy proposals advance WBDC's mission. The ideal applicant should have the ability to synthesize information from diverse sources on a range of topics and be able to think creatively about how to use that content for both internal and external purposes. They should have extensive network relationships within the community including local, state and federal levels, and possess an understanding of the impact policy decisions have on WBDC's strategy and objectives.

WBDC is currently operating in a hybrid model, with staff expected to be in the office 2 days/week (Tuesday, Wednesday or Thursday). This position will be based in WBDC's new Hartford office and will support our work across the state. Travel to our offices in Stamford, New Haven, Waterbury, 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.

Examples of Duties:

Public Policy:

- Monitor appropriate legislative and policy developments related to WBDC's constituency at the municipal, state, and federal levels
- Track state budget process, with a strong focus on funding received by WBDC
- Build, strengthen and maintain relationships with municipal, state and federal leaders to keep informed of policy developments
- Seek opportunities for CEO and Executive Team to represent WBDC constituents on relevant state or federal issues
- Prepare materials that represent WBDC's goals and mission for external communications, including external facing meetings and events, press availabilities, workshops, and public hearings

- Represent WBDC at appropriate external facing meetings (virtual and in person)
- Develop distribution lists of key policy contacts
- Seek additional ways to expand WBDC's mission in Connecticut and nationally

Event Coordination:

- Coordinate with elected officials, WBDC clients and key stakeholders to lead WBDC's annual Women-Owned Business Day at the State Capitol. Serve as liaison to event consultant and work with WBDC's marketing team to determine the event's theme, run of show and featured speakers
- Assist the Director of Marketing & Communications to coordinate policy-based roundtables and other events, including visits to WBDC clients with elected officials throughout the state

Community Outreach:

- Build and maintain relationships with community organizations and represent WBDC on state and national coalitions advocating for policy issues of interest to WBDC constituents/clients
- Develop and distribute tools to the WBDC community that explain complex and technical legislation, policies or regulations and that highlight the impact on small businesses and WBDC's programs
- Engage in community outreach with WBDC constituencies; document and share legislative updates and priorities on issues impacting WBDC with Senior Leadership team and Program Managers to help guide pursuit of opportunities, program/class design, and grant proposals/reports
- Work with regional Program Managers to engage key members of the community, including elected officials, resource partners, community outreach contacts, and others
- Other duties as assigned

Knowledge, Skills & Abilities / Qualifications:

- Bachelor's Degree preferred, or equivalent combination of education, training, and experience
- 3-5 years of work experience in a related field, including but not limited to public policy/advocacy, government relations, early childhood education, small business/entrepreneurship, women's issues, etc.
- Considerable knowledge of
 - legislative budget and RFP processes municipal, state and federal
 - communication methods and techniques of public information and education
- Strong research and analytical skills, with ability to read, analyze and summarize legislation, legislative proposals and reports
- Strong interpersonal and communication skills, and ability to build trusted relationships
- Excellent writing, organization, and presentation skills
- Considerable project and time management skills, including a high level of organization and attention to detail.
- Knowledge of small business, women's entrepreneurship, and child care industry preferred
- Fluency in English and Spanish a plus
- Proficiency with Microsoft Outlook, Word, Excel, and PowerPoint
- Availability to work occasional evenings and/or weekends as needed
- Must have own transportation as this position requires travel between locations

About Us

Headquartered in Stamford with regional offices in New Haven and New London, the Women's Business Development Council (WBDC) is the statewide leader of entrepreneurial education for women. The Women's Business Development Council's (WBDC) 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 19,300 clients in all of Connecticut's 169 towns—helping women to launch, sustain, and scale over 14,500 businesses, create and maintain nearly 32,500 jobs in Connecticut, and access \$73.5 million in capital. Since 2020, WBDC has provided more than \$10 million in grants to help fuel growth in small businesses throughout Connecticut. Visit 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 30+ talented individuals who collectively deliver outstanding results through a high level of passion and commitment.

How to Apply

Interested candidates should email their cover letter, and resume to resumes@ctwbdc.org. Please list WBDC COMMUNITY OUTREACH MANAGER 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.