JOB DESCRIPTION

JOB TITLE: Business Counselor
REPORTS TO: Women’s Business Center Director
PROGRAM: Women’s Business Center of West Virginia (WBC – WV)
PROGRAM PARTNER: Small Business Administration
LOCATION: Charleston, WV (preferred) or Fairmont, WV
CLASSIFICATION: Exempt
TYPE: Full time
SALARY: $55,000 - $65,000 depending on experience

POSITION SUMMARY

The Business Counselor helps the small business clients of the WBC – WV plan and grow their enterprises through 1-1 counseling and by conducting or organizing training sessions. They will also support the WBC Director by helping with outreach, planning and promotion of Center events to serve women and socially disadvantaged entrepreneurs in economically challenged communities across the State. Additional responsibilities include documenting the assistance given to clients and preparing organizational reports, publications, and other materials.

DESCRIPTION OF RESPONSIBILITIES

• Deliver 1:1 counseling to small business clients seeking guidance in growing their business and entrepreneurship development. Counseling topics include but are not limited to:
  o Business plan development and strategy
  o Growth and diversification strategies
  o Market research
  o Product/Service development
  o Raising capital
  o Financial planning and management
  o Operational management and HR
  o Succession planning.
• Connect clients to other resources and capital providers; assist in loan packaging.
• Facilitate and/or conduct workshops or trainings for small businesses.
• In conjunction with other WBC staff, maintain and compile detailed participant data and records of all programming including counseling/training hours, client records and economic impact, as required by the SBA.
• Promote and participate in various WBC and partner meetings, trainings, workshops, and conferences, to help the WBC – WV meet its mission of serving women and other socially disadvantaged entrepreneurs in economically distressed and underserved counties across the state of West Virginia.
• Support the WBC Director by:
  o Developing and maintaining relationships with partner organizations;
  o Assisting with grant writing and reporting; and
  o Identifying market opportunities and developing effective business strategies for
    the WBC – WV.

POSITION QUALIFICATIONS

Bachelor’s degree and 5 years’ experience in one of the following or a closely related field: business ownership or administration, business advising/coaching/training, commercial banking, or economic development. Alternatively, a Master’s degree from an accredited college or university in business administration, finance, accounting, HR management, or a related field may be substituted for some experience.

REQUIRED SKILLS

• Demonstrated understanding of small business and entrepreneurial development
• Must be a highly motivated, self-starter who works well in an independent setting
• Excellent analytical and problem-solving skills
• Strong organizational and project management skills
• Ability to work/communicate effectively with team members and partners remotely, using IT applications such as Microsoft Teams and Zoom
• Proficiency in Microsoft Office Suite
• Communicates effectively and persuasively, in both writing and orally
• Ability to travel regularly, including overnight travel in-state, and occasionally out-of-state

Experience planning and delivering workshops and training preferred. Proficiency in QuickBooks and/or financial statements is highly preferred.

PROGRAM HIGHLIGHTS

• The Small Business Administration is the program partner and the funding agency for the WBC - WV. A cooperative agreement between the SBA and NCIFund details WBC – WV program goals, objectives and expected outcomes.
• The program service area is the entire State of West Virginia.
• Collaboration with other NCIFund programs and staff is required; collaboration with other Resource Providers is highly recommended.

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NATURAL CAPITAL INVESTMENT FUND ORGANIZATIONAL OVERVIEW

Natural Capital Investment Fund (NCIFund) is a US Treasury certified CDFI (community development financial institution), and the only statewide CDFI in WV. It received a multi-year grant from the SBA in March 2020 to support the Women’s Business Center – West Virginia.

NCIFund lends and delivers technical assistance to enterprises that promote a healthy environment and healthy families in West Virginia, North Carolina, and the Appalachian regions
of surrounding states. We manage $50 million in assets and lend $12 M - $15 M per year. Through 2019, NCIFund has invested more than $72 M in 340 enterprises that have created or retained over 6,200 jobs, primarily for low and moderate income individuals.

Roughly ½ of the businesses we support are owned by women or minorities, and ¾ are in rural or economically underserved communities. NCIFund believes capital alone is not enough to generate the economic boost these communities deserve. So, we deliver over 4,000 hours of technical assistance annually to prospective borrowers and portfolio companies, making sure they are well-equipped to make the best use of NCIFund’s loan capital.

NCIFund meets its mission as a CDFI by supporting triple-bottom-line (TBL) enterprises that promote equity, protect the environment, and grow the economy. These include healthy local food and specialty agriculture; renewable energy and energy efficiency; eco- and heritage tourism; child and adult day care; primary health care providers, and small town main street redevelopment.

The WBC – WV builds on our vision that well-supported, home-grown talent can take the lead in growing TBL businesses in many sectors. These will form the economic foundation of lasting and resilient communities by replacing extractive industries with enterprises that produce essential goods and services, use natural resources wisely, and create local wealth via living wage jobs with benefits and skill building opportunities.