



## Position Description

**TITLE:** Program Manager - Advisor

**LINE OF BUSINESS/DIVISION:** Operations/NCIFund

**FLSA STATUS:** Exempt

**REPORTS TO:** Executive Director, Women's Business Center

**NUMBER OF POSITIONS REPORTING TO THIS POSITION:** 0

**LOCATION:** Charleston, WV (hybrid work arrangement available)

## THE CONSERVATION FUND

The Conservation Fund ("TCF" or the "Fund") is a nonprofit conservation organization dedicated to the dual mission of protecting America's most important land, water, and natural resources while also supporting economic growth in communities. Top-ranked for efficiency and effectiveness, we have worked in all 50 states to protect over 8.5 million acres of land since 1985.

## NATURAL CAPITAL INVESTMENT FUND

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 West Virginia Women's Business Center.

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 half of the businesses we support are owned by women or minorities, and three quarters 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 WV WBC 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.

The WV WBC is part of a national network of 136 WBCs, funded in part by the Small Business Administration, that offer one-on-one counseling, training, networking, workshops, technical assistance, and mentoring to women and minority-owned businesses on numerous business development topics, including business startup, financial management, marketing, and procurement. The newly-established Centers in Charleston, WV, and

Fairmont, WV, are focused on understanding and serving the unique conditions facing women and minority small business owners and start-ups in all geographic regions and industry sectors across the state.

## **POSITION SUMMARY**

The Program Manager - Advisor helps the small business clients in a targeted region plan and grow their enterprises through one-on-one counseling and by conducting or organizing training sessions. They are responsible for administering WBC programming and ensuring that it meets all performance deliverables, is aligned with the budget, and remains in full compliance with federal guidelines. The Program Manager-Advisor will also support the WBC Executive 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. The full-time position manages the delivery, integration and evaluation of client services of the WBC program.

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

## **RESPONSIBILITIES & SCOPE**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable Accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

- Program Management
  - Manage the day-to-day operation of the WV WBC – Charleston programming and special projects as assigned by the Executive Director.
  - Ensure programming complies with the SBA Program Announcement, Notice of Award regulations.
  - Collaboratively assist to develop, implement and monitor plans to meet program deliverables.
- Client Service
  - 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:
    - Business plan development and strategy.
    - Growth and diversification strategies.
    - Market research.
    - Product/Service development.
    - Raising capital.
    - Financial planning and management.
    - Operational management and HR.
    - Succession planning
  - Connect clients to other resources and capital providers; assist in loan packaging.
  - Facilitate and/or conduct workshops or trainings for small businesses; collaborate with WVWBC-Fairmont on activities as appropriate.
  - 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 WV WBC 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 Executive Director by:
  - Developing and maintaining relationships with partner organizations.

- Assisting with grant reporting.
- Identifying market opportunities and developing effective business strategies for WV WBC-Charleston client territory.
- Coordinating with WV WBC-Fairmont on activities that are mutually beneficial to clients.

### **MINIMUM QUALIFICATIONS**

- Bachelor's degree from an accredited college or university, or equivalent work experience.
- 3+ years' program management, small business management, public outreach, sales, economic development or other related work experience.
- Master's degree from an accredited college or university in business administration or related field may be substituted for experience.
- Demonstrated understanding of small business and entrepreneurial development.
- Client focused, with strong organizational skills and attention to detail.
- 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.

### **PREFERRED KNOWLEDGE, SKILLS & EXPERIENCE**

- Experience planning and delivering workshops and training.
- Experience with financial statements.

### **WORK ENVIRONMENT**

- Work is performed primarily in an office setting.
- Estimated travel – up to 50%.

### **COMPENSATION and BENEFITS**

This position offers a competitive salary, opportunities to earn performance-based bonus compensation and a highly competitive package of benefits including employer contributions for health care, paid holidays, vacation and personal/sick leave, retirement plan and more.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities and activities may change or new ones may be assigned at any time, with or without notice.

To learn more about The Conservation Fund, visit <https://www.conservationfund.org>.

Qualified candidates should email resume and cover letter to: [careers@conservationfund.org](mailto:careers@conservationfund.org).

*The Conservation Fund, a Non Profit Corporation, is an Equal Opportunity Employer who fully and actively supports equal access for all people regardless of Race, Color, Religion, Gender, Age, National Origin, Veteran Status, Disability, Genetic Information or Testing, Family and Medical Leave status, Sexual Orientation and Gender Identity or Expression. The Fund prohibits retaliation against individuals who bring forth any complaint, orally or in writing, to the employer or the government, or against any individuals who assist or practice in the investigation of any complaint, or otherwise oppose discrimination.*