



Small Business Advisor

710 North Lincoln Street
Wilmington, DE 19805
www.westendnh.org
www.launcherde.org

Job Description: The Launcher Entrepreneurship Program, under the umbrella of West End Neighborhood House, is seeking a **Small Business Advisor**. The Small Business Advisor will serve as a mentor and provide assistance in all aspects of starting and growing a business, including confidential one-on-one counseling in the areas of start-up, business plan development, analysis, preparation of actual and projected financial statements, marketing, and more. Assistance may range from general advising to the identification, analysis, and resolution of specific business-related issues. The Small Business Advisors will provide assistance in creating record-keeping systems and assisting clients with market-related activities such as advertising, promotion, market surveys, sales, and other related small business needs. The Small Business Advisor will also provide entrepreneurs and small business owners with the technical skills, and resources they need to start, sustain, and improve their businesses. **This position will also be responsible for providing Technical Assistance in multiple locations and to multiple entrepreneurs at various stages in their business development.**

The Small Business Advisor will:

- Assist clients with business plan design, including creating financial projections, budgeting, break-even analysis, and preparing financial statements.
- Have excellent interpersonal skills so as to counsel emerging business owners, determine their essential business issues, and recommend appropriate actions.
- Assist entrepreneurs with market research, promotion, advertising, sales forecasting, and market feasibility studies.
- Maintain accurate records, a timely filing system and provide data reporting.
- Maintain knowledge of current business trends and assist with identifying information, programs and resources available to assist our entrepreneurs.
- Determine entrepreneurs' needs and prepare a plan of action.
- Work with program staff to ensure program quality, including curriculum and instructors.
- Assist the team in implementing marketing and outreach to attract clients and volunteers.
- Develop a working relationship with other small business service providers and economic development agencies.
- Have good interpersonal, oral and written communication skills.
- Drive connections and engagement with our Launcher students to leverage our online community to post questions and share resources.
- Assist the Launcher Program Director in designing, marketing, and delivering training, including orientation, small business and entrepreneurship classes, events and workshops.
- Understand what opportunities and resources are of value to our community and craft announcements to targeted groups of alumni using our online community platform and email marketing system.

- Manage the Launcher program's presence on Facebook, and YouTube when each is appropriate, updating and organizing Facebook with event pictures and keeping watch of social media sites for news about program alumni.
- Serve as primary point of contact for the Launcher program.
- Communicate with Launcher students by telephone, e-mail or mail to coordinate for classes, workshops and update the database.

Minimum Qualifications:

- BA in Business, Entrepreneurship, Accounting or related field preferred.
- A minimum of 2 years' experience in small business ownership, either owning or working for a small business, banking, economic development, or community development preferred.
- Experience working with a diverse population including veterans, people of color, immigrants and refugees, or disadvantaged business owners.
- **Tech savvy with experience using computer applications, including Microsoft Office, primarily Excel, Word and social media.**
- Self-starter, self-directed, and resourceful, able to work independently with minimal supervision and able to handle a high level of responsibility.
- Experience with financial analysis, marketing, and business plan development.
- Excellent multi-tasking, organizational and prioritization skills.
- High attention to detail and the ability to complete tasks on time.
- Bilingual (Spanish) is preferred but not required.

Please include "**Small Business Advisor**" in the subject line when you submit your resume and cover letter. Send your resume and cover letter to qgulzari@westendnh.org

May require travel

Job Type: Full-time

Salary: \$40,000.00 to \$45,000.00 /year

Benefits

- Health and Dental
- Company Paid Life Insurance
- 401K Match
- Paid Time Off & Holiday Pay

Pay Frequency:

- Biweekly