

JOB ANNOUNCEMENT



EASTERN WEST VIRGINIA COMMUNITY & TECHNICAL COLLEGE,
a public, state supported comprehensive institution, serving the six county district
(Grant, Hampshire, Hardy, Mineral, Pendleton, and Tucker) in the Potomac Highlands.

Potomac Highlands Small Business Development Center Business Coach

Position: Full Time, Twelve (12) Month Non-Classified Administrator, Benefits eligible
Location: Moorefield WV Headquarters

Overview: The Small Business Development Center (SBDC) Business Coach provides prospective new businesses and existing small businesses with coaching and consulting services. Funding for the position is through a partnership with the West Virginia SBDC. WV SBDC and Eastern West Virginia Community and Technical College (Eastern) support small business development and the entrepreneurial eco-system for the Potomac Highlands of West Virginia through services associated with federal, state and local programs and awards.

Responsibilities:

- Help entrepreneurs with overall business plan development and strategy.
- Help entrepreneurs develop business strategies and mitigate risks around new products, services, and/or processes.
- Perform training workshops on a consistent basis.
- Coach entrepreneurs through the launch of new businesses and growing and diversifying mature businesses.
- Consult on topics such as exporting, product development, raising capital, and federal contracting.
- Connect clients to key resources for technical and financial support.
- Facilitate sessions to help entrepreneurs develop appropriate business models, business plans, financial projections, cash flow models, marketing plans, loan packaging, core processes, and customer relationships.
- Conduct market research and competitive analysis.
- Identify and contact small and medium-sized businesses, assess their needs, and propose and deliver solutions to enhance and expand their businesses.
- Deliver various services as required associated with federal programs and awards.
- Collaborate with other units of the host organization, the West Virginia SBDC and other West Virginia Development Office units, chambers of commerce, local economic development agencies and lenders.
- Build and maintain close professional relationships with small businesses throughout West Virginia.
- Work collaboratively and effectively with partner organizations, including state and federal resource partners.
- Contact small businesses to promote the services of the West Virginia Small Business Development Center (SBDC) and Eastern.
- Identify market opportunities and assist in the development of business strategies.
- Develop new services based on demonstrated client need.
- Maintain current records of client firms, proposals, project status, and timesheets using a PC-based customer relationship management system.
- Participate in meetings and events of small businesses in the areas served.
- Other duties as assigned.
- Serves as the "will and pleasure" of the President.

Knowledge, Skills and Abilities:

- Must possess an understanding of the entrepreneurial mind-set and the role that entrepreneurial skills play in economic development.
- Must be up to date with current entrepreneurial trends, market opportunities and skills training.
- Demonstrated understanding of how entrepreneurship and related activities serve to strengthen and grow West Virginia's economy.
- Must be a highly motivated self-starter who works well in an independent setting.
- Ability to communicate effectively and persuasively.
- Ability to analyze and solve problems.
- Ability to manage projects effectively.
- Ability to travel with a valid driver's license.

Salary Range: \$45,000-\$50,000, commensurate with experience.

Minimum Qualifications:

- Bachelor's degree in business, marketing or other appropriate field of study is required.
- Five (5) years of full-time or equivalent part-time paid experience in banking, business administration, industrial or labor relations, journalism or communications, demographic, economic, market or development research or planning; or in the ownership/ operation of a business enterprise or a Master's degree from an accredited four-year college or university in accounting, banking, business administration, economics, finance, fine arts, journalism, management, planning, labor or industrial relations, or human resource management may substitute for one year of the required experience.
- Preference will be given to candidates with experience as entrepreneurs, in small start-up settings, or with experience advising start-up entrepreneurs and new businesses through the startup process.

Closing Date: Resume review begins immediately. Position is open until filled. Priority consideration will be given to application materials received on or before May 31, 2019.

Application Process (via email preferred):

Please submit a letter of interest that addressed your abilities to meet the qualifications and carry out the responsibilities of this position, a current resume, and three (3) professional references (names, addresses, e-mail, and phone numbers) to:

Human Resources Office
Eastern West Virginia Community & Technical College
316 Eastern Drive • Moorefield, WV 26836
Carlos.Gutierrez@easternwv.edu

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