



Launcher Small Business Coordinator

710 North Lincoln Street

Wilmington, DE 19805

www.westendnh.org

www.launcherde.org

About Us: The Launcher Entrepreneurship Program, under the umbrella of West End Neighborhood House, is seeking a Project Manager. The Launcher program provides training and technical assistance to entrepreneurs in various communities throughout the state of Delaware. The program offers in-class training, one-on-one business counseling in the area of start-up, business plan development, analysis and preparation of actual and projected financial statements and marketing.

Position Overview: The Small Business Coordinator will work to support local business owners through recruitment and marketing of our program as well as expanding and growing their businesses by developing a thriving business community and driving more customers to our small businesses. The coordinator will implement workshops and coordinate events based on the needs of our businesses as well as share and provide resources to support the entrepreneurs personal and professional development.

Responsibilities:

Event and Workshop Coordination

- Plan and manage the implementation of specialized trainings, workshops and mini courses
- Design and market training materials, including orientation, small business and entrepreneurship classes, events and workshops.
- Maintain and update database of contacts in ACCESS database, CRM and in Constant Contact
- Develop graphics, short form videos and promotional materials for program as needed
- Develop and execute marketing plans including communication flow for events, workshops and recruitment
- Prepare monthly e-newsletters, email blasts to students, graduates, partners & the general public
- Provide support to our staff and partners at live and online events, including the use of photography and marketing materials



Social Media and Marketing Presence

- 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
- Create engaging website and social media content that promotes our graduates and maintains accurate information
- Identify opportunities for new partnerships in Launcher target markets and work with Program Director to develop those opportunities
- Manage Launcher's presence on social media, updating and organizing Facebook with event pictures and keeping watch of social media sites for news about program alumni.
- Monitor and assist with managing social media accounts and website changes
- Web Design and Content Management (assist with setup and design, including the student business directory, keep site up-to-date)
- Drive connections and engagement with our Launcher students to leverage our online community to post questions and share resources.
- Assist the team in implementing marketing and outreach to attract clients to apply to the program and volunteers.

Office and Clerical Duties

- Data entry, filing, answering phones and other clerical duties as needed
- Preparing and organizing documents, answering inquiries
- Assisting other staff members with data entry, clerical, office duties as needed
- Updating bulletin boards with most current information after each cohort graduation
- Draft letters and correspondence as needed
- Create, edit, proofread powerpoint presentations for funders and partnership opportunities

Qualifications

- Must be able to work a flexible schedule, including evenings and weekends, in order to attend community meetings, workshops and events.
- Experience working with small businesses or familiarity with owning a small business
- Excellent time management, multi-tasking, organization, and prioritization skills
- Ability to build relationships and work effectively with diverse groups of people
- Demonstrate personable and positive attitude, both within the office and out in the community, and build relationships with business owners



- Highly organized with attention to detail and able to manage multiple projects simultaneously and meet deadlines
- Strong written and verbal communication skills in a variety of formats including public speaking, community newsletters and social media
- Proficiency in web design tools and technologies such as HTML, CSS, JavaScript and design software like Adobe
- Fluency in Spanish is a plus, but not mandatory
- High school diploma; associate's degree, or bachelor degree in business, administration or related field not required but preferred

Salary/Benefits:

- This position will be full-time, exempt, at 40 hours a week.
- Salary is commensurate with experience with a range of \$35-40k
- Compensation includes a full benefit package such as paid time off, medical, dental and life insurance, and employer contribution to retirement plan.
- A satisfactory criminal background check, valid driver's license, and acceptable driving record are required at the time of appointment and throughout employment in this position.

TO APPLY

For consideration for this position, please email your resume to Kristin Bowen, Program Director at kbowen@westendnh.org.

Review of applications will begin immediately and will continue until the position is filled.