



Launcher Program Manager

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, provides training and technical assistance to entrepreneurs throughout Delaware, including in-class training, one-on-one business counseling, business plan development, financial statement preparation, and marketing.

Position Overview: We are seeking an experienced and dynamic Program Manager to support and guide entrepreneurs through the business launch process. This role collaborates with stakeholders, manages program activities, analyzes data, and drives initiatives that empower entrepreneurs and create social impact.

Responsibilities:

Business Support & Graduate Services

- Develop and manage program activities supporting entrepreneurs at all stages of business development.
- Build relationships with Launcher graduates to understand their needs and connect them with relevant small business resources and support.
- Manage all one-on-one entrepreneur sessions and post-graduate technical assistance following the 14-week program.
- Oversee contracted business advisors and monitor progress toward client goals.
- Track and report on key performance indicators, outcomes, and success stories.
- Foster relationships with community members, donors, and local organizations to expand program reach.

Volunteer & Mentor Management

- Manage the full volunteer and mentoring program — from recruitment and onboarding through program wrap-up.
- Recruit, train, place, and retain volunteers and mentors for events, workshops, and business support initiatives.
- Maintain volunteer records and generate reports for internal use and funders.

Events, Workshops & Communications

- Plan and execute specialized trainings, workshops, and events including logistics, speakers, and on-site management.
- Contribute content for newsletters, social media, and partner communications.



Technology and Back End Processes:

- Maintain and update database of contacts in database, CRM and in Constant Contact
- Oversee website management and updates, including business directory, events, program information and overall content
- Manage program budgets, allocate resources efficiently, and ensure financial accountability.

Data, Technology & Operations:

- Maintain CRM, Constant Contact, and website content including the business directory, holiday gift guide and program information.
- Manage program budgets and ensure financial accountability.
- Ensure timely data reporting, invoices, and purchase requisitions are submitted to the Program Director.
- Additional duties as assigned.

Qualifications:

- Strong understanding of entrepreneurship and small business challenges
- Excellent communication, interpersonal, and leadership skills
- Ability to manage multiple priorities independently and truly own a project from start to finish
- Passion for social impact and supporting underrepresented entrepreneurs
- Spanish fluency a plus

Salary & Benefits: Full-time, exempt | 40 hrs/week | \$45,000–\$60,000 commensurate with experience. Benefits include PTO, medical, dental, life insurance, and employer retirement contribution. Flexible schedule required, including some evenings and weekends.

To Apply: Email resume and 1-page cover letter to Emily Duran, Program Director, at eduran@westendnh.org. Applications reviewed on a rolling basis until filled.