



50 East 168th Street, Bronx, NY 10452

www.WHEDco.org

Title: Small Business Advisor/Coach (Bilingual), Part-time or Full-Time
Location: Hybrid: In-Person at 50 E. 168th St. Bronx, N.Y. & Remote
Reports to: Vice President, Community Development

About Us:

The Women's Housing and Economic Development Corporation (WHEDco) is a community development organization founded on the radically simple idea that all people deserve to live in healthy, vibrant communities. We build award-winning, sustainable, affordable homes – but our work is not over when our buildings are complete. WHEDco believes that to be successful, affordable housing must be anchored in strong communities of which residents can be proud. WHEDco's mission is to create and bridge access in the South Bronx access to resources that support thriving neighborhoods – from high-quality early education and after-school programs, to healthy food, cultural programming, and economic opportunity. See www.whedco.org for more information.

Job Summary:

WHEDco seeks a motivated and experienced **Bilingual Small Business Advisor/Coach** (English/Spanish) to join its Community Development Department to build more equitable spaces and communities where people, arts, and the economy thrive. We engage in neighborhood advocacy and planning, commercial revitalization, visioning around our green, mixed-use developments and creative place-affirming initiatives. The **Bilingual Small Business Advisor/Coach** will deliver responsive, bilingual entrepreneurial services to small businesses, (retail, food, service, auto repair, light manufacturing), many of them immigrants, women, and Black, Indigenous, People of Color (BIPOC) eager to stabilize and grow in the neighborhoods around WHEDco's three mixed use, affordable housing hubs in the Bronx.

Primary Responsibilities:

- Conduct active outreach to, engage, assess and deliver one-on-one business assistance to micro- and small business clients on launching, managing and growing their business, in areas ranging from marketing and sales, to access to capital, technology and business planning at every stage.
- Monitor and support clients' progress in implementing strategies to improve their operations and overcome constraints; help them pivot, evaluate results and connect to critical resources.
- Help existing businesses and start-ups to create simple but thorough business plans and marketing plans to guide their growth, and help them become loan- and grant-ready.
- Creatively deliver and/or coordinate trainings and workshops, and manage business caseload, and documentation of client data; co-manage funder/contract reporting.
- Provide sound financial business counseling and analysis to help clients to enhance their financial stability and recordkeeping, to comply with applicable regulations.
- Explore alternative models (cooperatives, shared purchasing, etc.), advocate for businesses' needs in relevant community groups, and develop understanding of local and regional economy.

Qualifications:

- College degree in business administration, economics or related field.
- Minimum of 5 years' professional experience in business or financial management and analysis.
- Proficiency in Spanish required.
- Experience as a business owner or with advising small businesses required.
- Demonstrated experience designing and/or delivering training and coaching to adults.
- Skilled in MS Office. Business/financial software and Salesforce a strong plus.
- Strong communication and customer service skills.
- Motivated, resourceful, organized, good judgment. Sense of humor a plus.
- Committed to serving multi-ethnic communities that are majority immigrant or BIPOC.
- Able to work effectively in a collegial environment in the office and remotely (about 50%).
- Available for events, meetings or sessions in evenings and/or weekends as needed.

Hourly Range for Part-Time is \$41.21/hour - \$45.05/hour (commensurate with experience).

Salary Range for Full-time is \$75,000/year - \$82,000/year (commensurate with experience).

Competitive salary based on experience. WHEDco offers a generous paid time off policy and a comprehensive benefits package, as applicable, including medical, dental and vision plans.

To apply, please email your résumé and cover letter to comdev@whedco.org.

Our Commitment to Diversity, Equity, Inclusion and Interdependence (DEI)

WHEDco represents our commitment to diversity, equity, inclusion and interdependence in our work supporting Bronx families, our employment practices and our respect for each other. We stand firm as an organization in our support of equality and justice. We reject and disavow false narratives of criminality, otherness, poverty, and marginality that are used historically to subjugate Black, Indigenous, People of Color (BIPOC) and other underrepresented and oppressed groups in the communities we serve. Our strength is rooted in our diversity, in how we celebrate and value our differences as much as the things we share in common. WHEDco's commitment is to build safe, supportive places and spaces for staff and community members where racism and discrimination are not tolerated.

WHEDco affords all qualified applicants equal employment opportunities without discrimination because of race, creed (religion), color, sex, national origin, sexual orientation, military status, age, disability, predisposing genetic characteristic, marital status or domestic violence victim status, or any other category protected by law. WHEDco follows the requirements of the New York Human Rights Law with regard to non-discrimination on the basis of prior criminal conviction and prior arrest.

WHEDco is an E-Verify employer. E-Verify is an Internet-based system that compares information entered by an employer from an employee's Form I-9, Employment Eligibility Verification, to records available to the U.S. Department of Homeland Security and the Social Security Administration to confirm employment eligibility.