



50 East 168th Street, Bronx, New York 10452

[www.WHEDco.org](http://www.WHEDco.org)

**Title:** Small Business Advisor (Bilingual)  
**Salary Range:** \$75,000 - \$85,000, commensurate with experience  
**Location:** Hybrid: Onsite at 50 E. 168<sup>th</sup> 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 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 that residents can be proud of. WHEDco's mission is to give the South Bronx access to all the resources that create thriving neighborhoods – from high-quality early education and after-school programs, to fresh, healthy food, cultural programming, and economic opportunity. See [www.whedco.org](http://www.whedco.org) for more information.

#### **Job Summary:**

WHEDco seeks an inspiring **Small Business Advisor** (bilingual Spanish/English) to support our **Community Development Department**. The team conducts neighborhood advocacy and planning, commercial revitalization, expansion of green, mixed-use developments, and creative place-affirming initiatives, to build more equitable spaces and communities where people, arts, and the economy thrive. The **Small Business Advisor** will deliver responsive, bilingual entrepreneurial services to micro and small business clients in the Bronx, many of them immigrants, women, and Black, Indigenous, People of Color (BIPOC). Heavy focus is on existing businesses (retail, food, service, auto repair, light manufacturing) eager to stabilize and grow near WHEDco's three mixed use, affordable housing developments. The Small Business Advisor will coordinate closely with neighborhood Program Managers and VP to implement the program.

#### **Primary Responsibilities:**

- Conduct outreach to, engage and deliver one-on-one business counseling and assistance to micro- and small business clients on launching, managing and growing their business, from marketing and sales, to accessing capital, technology integration and business planning at every stage.
- Help 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.
- 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.
- Provide financial business counseling and analysis to help clients to enhance their financial stability and business and financial recordkeeping, to comply with applicable regulations.
- Creatively deliver small business trainings and workshops, and co-manage business caseload, client data and documentation with PMs. Assist with reporting and funder/contract requests.
- 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 collegial environment in the office and in the field (50+% of time).
- Available for events, meetings or sessions in evenings and/or weekends as needed.

**Must be willing and able to work a hybrid remote/in-office schedule to begin and attend in-person client sessions and site visits/meetings as needed, with the likelihood of a fuller in-office schedule in the future.**

***NOTE: All new hires must provide proof of having received at least one dose of a U.S. Food and Drug Administration (“FDA”) authorized COVID-19 vaccine by their first day of employment.***

**WHEDco offers a generous paid time off policy and a comprehensive benefits package, including medical, dental and vision plans.**

To apply, please send **both** a cover letter and résumé to [comdev@whedco.org](mailto:comdev@whedco.org). Please include “SMALL BUSINESS ADVISOR” and your name in the subject line.

### **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.