



Posted: October 25, 2018

POSITION ANNOUNCEMENT

Part-Time (25-30 hours per week)

Women's Business Center Program Coordinator

Prospera Business Network is the home of the Montana Women's Business Center (MWBC) program that provides a comprehensive array of business services, including professional group training and individual business counseling, tailored to the needs of start-up and existing businesses. The MWBC makes a specific effort to provide these services to women that are socially and economically disadvantaged, but we serve anyone in business who needs our support and services. Private funding and program revenue from training events are required and used to match this federally-funded MWBC program.

We are seeking a positive and energetic Program Coordinator that can manage the systems and promotional logistics for all of the MWBC business training events held annually. Our ideal candidate is tech-savvy and can use our website, database, and social media tools to schedule, promote, sell, and manage the reservations for all our events. This position plays a vital role planning events, recruiting trainers, scheduling venues, and building a pipeline of clients to ensure that we offer relevant, effective, and positive business training experiences for our community.

Skills and Qualifications:

1. Direct work experience using CRM databases and websites to create forms and web content to promote and schedule events and registration.
2. Experience marketing and promoting events through social media channels like; Hootsuite, Instagram, Facebook, Nextdoor, and other online event calendars.
3. Experience creating and designing professional training programs for adults.
4. Highly organized coordinating all equipment, tech, materials, and venue needs for students and instructors.
5. Strong community connections and a deep understanding of working with event sponsors, special guests and VIPs.

Job Responsibilities include, but not limited to:

- Keep the website updated and current with upcoming training offerings;
- Build registration forms in our Customer-relationship management (CRM) Little Green Light;
- Create content for website, social media, and press releases for upcoming trainings;
- Sellout our class schedule and build a pipeline of training clients;
- Ability to professionally represent Prospera and the MWBC at our events;
- Attract "guest" trainers (subject matter experts) to deliver coursework and keep the program fun, lively, and effective;
- Setup coordination with catering, instructors, sponsors, event locations, and partners;
- Organizing and purchasing needed supplies and/or refreshments;

- All aspects of event budgeting;
- Sponsorships and partner relations and co-planning;
- Designing of event collateral in canva.com and sourcing necessary logos, photos, and training details;
- Event marketing through multiple channels through our websites, Constant Contact, local event calendars, Facebook business pages, Instagram and newspapers (press releases);
- Post-event surveys and follow up; training reporting and record-keeping;
- Promotions for increasing the use of the MWBC online training with 480 courses/distance learning (ed2go.com).

Trainings and Events for 2018/2019 (1-2 events per week)

1. Business Trainings (35/year, a majority in Bozeman, occasionally in Park County)
2. “Power Up: Creating Your Business, Financial, and Marketing Plan”; this is a 3 class series offered nearly every month, class times are either 9am to noon or 5:30-8:30pm depending on the month
3. Women’s Leadership Mentoring Series (1 in 2019)
4. Women-Owned Business Tours (9/year, a majority in Bozeman, occasionally in Park County)
5. The “Link Up Business Accelerator for Women is a 6-part class and is offered quarterly and the “Finance Up: Creating Your Personal Budget + Building Wealth” class is offered monthly. The Program Coordinator preps all materials and registrations but does not attend the trainings.

Technology Management

This position is responsible for all website, reservation and scholarship forms for all MWBC trainings.

Outreach and Relationship Management

With direction from the MWBC Program Director, this position is responsible for developing a professional network of support relationships with outside agencies for a successful training program. This position will be the **point-of-contact** for Prospera business members, financial institutions, partner organizations, and others to market MWBC services and to make professional referrals. Coordination with Prospera staff, SBA District Office, SBDC’s, SCORE, local and statewide agencies, universities, chambers of commerce, and professional women’s groups is a core responsibility.

Marketing and communications

This position is responsible for crafting fun and effective training experiences, and marketing our “brand” strategy for Prospera and the Montana WBC program. Brand management, collateral creation, email/social media marketing, and multi-channel public and media relations are vital. Working together with the MWBC Director, you will work on prospecting new fundraising and program sponsors which are critical for achieving our goals for raising matching funds. Our goal is to market all of our trainings in all southwest Montana communities as well as major surrounding cities including Helena, Butte, Billings, and more.

Travel

Local in-state travel will be required for trainings, with reimbursement per Prospera’s travel policy.

Work Conditions:

Prospera has a collaborative work culture that is positive, energetic, and fun. The work week will be from 8:00am to 1:00pm Monday – Friday (25 hours) + occasional night trainings and events (15-20 night trainings throughout the year that are 3 hours each typically from 5:30-8:30pm).

Compensation:

Starting Pay is \$16.00 - \$18.00/hour DOE, a SIMPLE IRA with a 3% match, and a \$20 per month phone stipend.

To Apply:

Please review the job description included and apply by providing a cover letter, resume, and three professional references.

The cover letter should briefly describe your interest in Prospera and your qualifications. Clear, concise writing is essential and the cover letter will be considered a writing sample in addition to serving as a personal introduction. Please include marketing examples that you have designed for Facebook, email marketing, etc.

E-mail your application materials to: swhite@prosperamt.org with “WBC Program Coordinator” in the subject line.

Initial applicant review will begin Wednesday, November 7, 2018.

Later applications will be accepted as the position is open until filled.