

## Job Description

### **Small Business Program Director**

Emphasizing our cultural and advocacy heritage, NEWSED promotes the economic success of underserved populations in the seven-county Denver metro area through community development with a focus on affordable housing, small businesses and asset creation. Founded as part of the national Community Development Corporation (CDC) movement, NEWSED has been serving the Denver community since 1973.

NEWSED created Denver's first retail incubator space and program called The ZONE Business Connection Center (The ZONE) in 2013. The ZONE is a social enterprise with a mission is to increase adult self-sufficiency by assisting entrepreneurs with building sustainable businesses and achieving economic success. The program operates as a storefront and works mainly with retail/non-food businesses in a unique location, within the heart of Denver's liveliest Art District on Santa Fe Drive. The ZONE hubs businesses so they can grow their capacity, connect with a customer base and improve their business plans. The ZONE strategically plans the client's development so they are ready in the future when they can fully operate independently. The ZONE is the "in between" step for these small businesses who want to break into the marketplace at a pace that makes sense and is not overly risky.

### **Job Summary**

The Small Business Program Director is a new position within NEWSED that requires the attention and oversight of an individual who has small business consulting and program development experience. A successful candidate for the position has first and foremost a broad knowledge of the many facets of business and market forces. The ideal candidate will also possess great problem-solving skills to provide solutions and recommendations that will increase functionality, profitability and efficiency for the program and the client.

The goal is to contribute to the clients' long-lasting success so that our reputation can expand along with our clientele.

The Small Business Program Director will report to and work with NEWSED's President/CEO on a regular basis. The following are the main duties and skill sets required for the position;

- Implementation of The ZONE program model
- Recruit and retain clients for The ZONE
- Provide once a month small business start-up workshops
- Basic program marketing including; regular social media posts, event participation, material distribution, website updates, etc...,
- Develop and maintain collaborations with partnering agencies and nonprofits
- Participate in exterior small business events
- Mobilize retail clients to organize special ZONE events, open houses and marketing opportunities to drive traffic and customers.
- Remain knowledgeable of small business resources in the Denver Metro ecosystem
- Provide basic small business coaching and business plan oversight to ZONE clients;
  - Meet with ZONE clients and perform an initial assessment of their business plan
  - Formulate recommendations and solutions with attention to a client's wishes, capabilities and limitations forming concise business development plans to drive small or radical changes

- Present findings and suggestions to clients with ample justification and practical advice
- Assist the client in implementing the plan and resolve any occasional discrepancies
- Other duties as assigned

### **Secondary Duties**

The Small Business Program Director will support and participate in projects which are defined by organizational initiatives and aimed at enhancing all facets of the organization.

### **Skills and Experience**

- Proven experience as business consultant or equivalent
- Knowledge of diverse business matters such as IT, Marketing, HR etc.
- Proficiency in MS Office
- Experience with Wordpress is a plus but not required
- Outstanding communication and interpersonal skills
- Analytical mind with excellent data collection and analysis skills
- Aptitude in creative problem-solving
- Bilingual preferred

### **Education**

BSc/BA in Business Administration or relevant field or equivalent experience.

### **Other**

Work Hours: Full Time – 40 hours per week, \$45k annual salary with benefits. Candidate must have a flexible schedule.

Selected candidate must pass a pre-employment criminal background and check.

### **How to Apply**

Please send resume and cover letter to:

Andrea Barela

[abarela@newsed.org](mailto:abarela@newsed.org)

No phone calls, please.