



Centro Latino West Outreach Coordinator

Non-Exempt 32 Hours Part-Time Position

www.westcenter.org

Role of the Latino Outreach Coordinator: The role of the Latino Outreach Coordinator is to expand the Centro Latino West small business development program through relationship building and partnerships with Latino business owners and support organizations. He/She/They will report directly to the Director of Strategic Programs and support the development of technical assistance programs that advance the monolingual Hispanic business owner. The Latino Outreach Coordinator is expected to go into the Hispanic community and speak with organizations and business owners in Mendocino and Lake county about Centro Latino West services and upcoming training events.

Essential tasks and responsibilities	% of time
OUTREACH: Contact 15 business owners each week via email, phone, or in person to: introduce them to West services; and/or to let them know about upcoming events; or to follow up on previous contacts; and/or assist them in scheduling with West staff for orientations, etc. *15+ hrs/week	50 %
Attend weekly Marketing, staff, and program director meetings to inform on progress and provide specific stories and economic impacts of the CLW program and it's participants *4 hrs week	15 %
Respond to phone calls from existing clients and potential new clients and dispatch to appropriate staff for resolution. *3 hrs week	10 %
Attend and participate in 1-2 meetings per month with various Latino/Hispanic organizations, including monthly meetings with (UVA, Latino Coalition, Mendocino Latinx Alliance, BOS meeting, etc.) *3 hrs week	10 %
<ul style="list-style-type: none"> ● Interpretation for new client Spanish language orientations as needed (ongoing) (1 hr week) ● Translation of copy and updates to the website page or other materials as needed (1 hr week) ● Provide a weekly data reports to the Program Director on completed tasks: 30-minute weekly meeting *1 hr week 	10 %

Performs other duties as assigned	5%
-----------------------------------	----

Knowledge of:

- Windows Outlook and Word, power point
- Zoom Meeting and Video conference technology
- Google suite to schedule work, communicate, create reports, and maintain records.
- Google calendar

Ability to:

- effectively present information one-on-one or to small groups
- interface appropriately with government officials
- lead meetings or committees
- set daily priorities on workflow
- respond to common inquiries and transfer knowledge to others
- speak effectively before large groups
- read and interpret written information
- able to remember and recall oral instructions provided by others
- handle multiple tasks with interruptions
- use research tools to resolve customer complaints
- independently problem-solve
- organize workload and travel time to ensure responsibilities are carried out in a timely manner
- conduct internet research
- collaborate with community stakeholders to enhances local business development

Interest in:

- Latinx small business community and growth
- Rural Entrepreneurship
- Education and training
- Marketing & Public Relations

QUALIFICATIONS:

These tasks will amount to approximately 32 hours a week, taking into consideration that each week will vary and there may be more hours due to an extra meeting or more time spent with business owners due to a grant application deadline.

Minimum Education/ Experience: Fluent in Spanish Language. Minimum of two years' experience in Spanish/English translation. Computer literacy is required, being adept at using PCs with Microsoft Office (primarily Outlook, Word and Excel), and some Google Suite.

Desirable Education/Experience: Interest or experience in doing outreach. Experience with community development and/or prior business training experience, business ownership a plus.

WORK ENVIRONMENT:

Due to the current COVID-19 conditions, all employees must have proof of vaccinations and adhere to current county health orders. Currently our meetings and events are virtual, however, once restrictions are lifted, we may begin to offer both in person and virtual meetings and events again. West Business Development Center has two physical office locations in Fort Bragg, and Ukiah, California. The job may require travel around the county, and the ability to work occasional weekend and evening workshops or meetings required. Constantly sits or stands for long periods at a computer and uses a keyboard and visually uses a monitor; frequently walks, writes, bends, twists, stoops and crouches while working at desk, filing and records handling; constantly uses both hands/arms in reaching, handling, grasping, and keyboarding while using a variety of office equipment; frequently uses a telephone and computer to communicate with coworkers and public; regularly stands to use a variety of office equipment; occasionally lifts and carries items up to 30 pounds; occasionally lifts above shoulder and head; regularly communicates in oral and written form with co-workers and general public, frequently reads and interprets agreements and other documents.

TRAVEL REQUIREMENTS:

Driving to off-site events and in-person meetings for outreach is required and should constitute no more than 1-2 days/week, less than 20% of your time depending on in-person appointment load and pandemic restrictions. Aside from larger scheduled events, the CLW outreach coordinator will make his/her/their own off site outreach appointment schedule. Driving distance is from coordinator's home office to one of the two West offices or within Mendocino and Lake County between businesses. Scheduling appointments in such a way as to limit unnecessary driving is expected.

