



Centro Latino West Program Manager
Non-Exempt 40 hours per week position
www.westcenter.org

Are you a motivated and high performing bilingual (English/Spanish) individual who has strong community connections, networking, social media and organizational skills? Do you have a passion for supporting and celebrating small businesses in your community? Come join the dedicated team at West Business Development Center where we deliver high-impact business expertise and inspire innovative industries to grow in Mendocino/Lake County. We help our economy grow one small business at a time!

WHO WE ARE

Since 1988, West Business Development Center has been educating and advocating for small businesses so that local entrepreneurs receive the information they need to launch and expand their businesses. Our nonprofit 501©3 organization provides no-cost professional advising services and relevant training programs. We host the Mendo-Lake Small Business Development Center (SBDC) and the Mendocino Women’s Business Center (WBC). West Center is seeking a Program Manager to manage and expand the Centro Latino West (CLW) small business development program to help advance Latino Entrepreneurship and support and grow a vibrant, sustainable, regional Hispanic business community in Mendocino and Lake Counties.

POSITION SUMMARY

The CLW Program Manager will oversee the development of effective Spanish-language business training programs and workshops, as well as the outreach and communication about Centro Latino West services and upcoming events. The Program Manager will also provide client intake and business orientations to bi- and mono-lingual Hispanic business owners. The position reports directly to the Director of Strategic Programs.

The ideal candidate for this position is fluent in both English and Spanish, will possess a passion for helping others achieve their entrepreneurial goals, will have an outgoing, energetic personality who enjoys public speaking, hosting, and facilitating events, relationship building and mentoring, and shares West Center’s values of Inclusiveness, Optimism, Respect, Collaboration, and Integrity. West Center is excited to add to our team of individuals seeking to fulfill our vision of *Creating a future in which our rural economy thrives from access to livable wage jobs, sustainable economic growth and a high quality-of-life for residents, regardless of life stage or background.*

ESSENTIAL TASKS & RESPONSIBILITIES

1. Program Management:

- Coordinate and execute program directives guided by the Director of Strategic Programs to meet the organization’s goals & objectives.
- Host Spanish language trainings & workshops, both virtually and in-person.
- Execute pre and post workshop production tasks, including website and social media updates; database entries and providing customer service for program related issues.

2. Direct Client Services:

- Respond daily to queries from CLW phone line and call log.
- Conduct Spanish language orientations with prospective clients.
- Schedule counseling sessions for clients with West Center advisers.
- Process paperwork for new clients efficiently and in accordance with grant protocols.

3. Outreach & Marketing:

- Establish a regular contact protocol to Hispanic-owned businesses and various community organizations each week.
- Present Centro Latino West services and upcoming training events to organizations.
- Build business relationships with various local, and regional Latino/Hispanic organizations.
- Manage Spanish language marketing collateral and campaign coordination and budgets.
- Capture quarterly successful client stories; work with vendors as needed.
- Translate copy and updates to the West Center website or other materials.

4. Research:

- Identify and catalog Hispanic business resource needs.
- Attend and participate in regular monthly meetings with various local, regional, state, and federal Latino/Hispanic organizations.
- Conduct research as needed to advance program goals.

QUALIFICATIONS

Required Education/Experience:

- Fluent in Spanish/English with excellent written and speaking skills.
- Minimum of two years' work experience in program management and/or community development services.
- Computer literacy, proficient with Windows-based computers, Microsoft Office (primarily Word, Excel, Power Point), Google Suite, Zoom, and databases.

Desirable Education/Experience:

- Interest or experience in doing outreach, small business development, rural entrepreneurship, education and training, marketing and public relations.
- Experience with community development and/or prior business training experience and/or business ownership.

JOB COMPETENCIES

- Effective time management and organizational skills
- Able to work independently but also able to collaborate when appropriate
- Comfortable leading and facilitating meetings, events, programs and workshops
- Understanding of how to research and develop programs; create and adhere to budgets
- Can communicate professionally both orally and in writing in English and Spanish, one-on-one, to small groups and with large groups
- Understanding of how to post and share content through social media and other channels
- Able to build partnerships and relationships with local business owners, community members, organizations, government leaders, elected officials, and other stakeholders
- Has a service-oriented mindset and enjoys providing support and mentorship

BENEFITS:

The position is an hourly full-time 40 hour per week position. Benefits include 10 days paid vacation plus 11 paid holidays. Eligible for retirement plan after one year. Eligible for health insurance stipend after successful completion of 90 day evaluation.

WORK ENVIRONMENT:

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 Program Manager will make his/her/their own off site outreach appointment schedule. Driving distance is from one of the two West offices. Scheduling appointments in such a way as to limit unnecessary driving is expected.

Salary Range: \$52,000 To \$60,000

Send cover letter and resume to laura@westcenter.org