



Digital eCommerce Lab Instructor

Job Description | Non-Exempt Status

*Our economy grows when a local business thrives.
Be a part of the team that makes this happen.
Work virtually, Act locally, Think globally.*

Job Title: Digital eCommerce Lab Instructor
Location: In person, at our Ukiah Office
Hours: Temporary, 4 hours per week for 8 weeks
Salary Range: \$50-70 per hour, non-exempt
Supervisor: Laura Brooks, Director of Strategic Programs
Languages: Bilingual English and Spanish Fluency

GENERAL INFORMATION

The West Business Development Center (West Center) provides business technical assistance and economic development services across Mendocino and Lake County and adjacent Tribal Lands. West Center is a 501(c)(3) organization providing no cost one-on-one business counseling, workshops, and training programs to support economic and social empowerment. We advocate with local governments, agencies, and financial institutions on behalf of the rural small business owner to support economic development that ensures poverty alleviation, product innovation, and economic growth. Our work provides equal access to entrepreneurial resources to all individuals who seek to start or expand their business.

Position Summary:

We are seeking a dynamic and bilingual (English/Spanish) Digital eCommerce Lab Instructor to lead an 8-week intensive training program focused on empowering entrepreneurs in the digital marketplace. The instructor will be responsible for conducting two 2-hour sessions every week for 8 weeks, guiding participants through various aspects of digital eCommerce, including website setup, online marketing, cybersecurity, inventory management, and more. This individual should possess a strong background in business, technology, and training, with a passion for helping small business owners thrive in the digital world.

Responsibilities:

- Curriculum Development: Develop a comprehensive curriculum for the 8-week Digital eCommerce Lab, covering topics such as website creation, social media marketing, online payment systems, business planning, branding, cybersecurity, and product photography/videography for sales.
- Instruction: Lead engaging and interactive training sessions, providing step-by-step guidance and hands-on demonstrations to participants.
- Bilingual Support: Facilitate sessions in both English and Spanish to ensure effective communication with all participants.

- Individual Coaching: Dedicate half of each lab session to providing personalized support and guidance to participants based on their individual needs and business goals.
- Module Creation: Prepare talks and slide decks for each session, containing relevant content, resources, and practical exercises.
- Tech Savvy: Demonstrate proficiency in setting up simple websites, creating social media business pages, and using online marketing tools.
- Training Experience: Utilize expertise to create a conducive learning environment and address real-world challenges faced by participants.
- Progress Evaluation: Monitor participants' progress, provide constructive feedback, and track their development throughout the program.
- In Person Labs: Conduct labs at our Ukiah office, ensuring a relevant, individualized learning experience.
- Schedule Flexibility: Date and times to be determined based on availability.

Qualifications:

- Fluency in English and Spanish is required to cater to our diverse participant base.
- Must have expertise in setting up basic websites, using social media for business, and other digital tools relevant to eCommerce.
- Training or instructional experience, with the ability to create engaging content, work one on one, and deliver effective presentations.
- Knowledge of online marketing, branding, cybersecurity, inventory management, and payment systems.
- Familiarity with simple product photography and videography techniques for sales purposes.
- Excellent communication and interpersonal skills to effectively engage with participants and build a supportive learning environment.
- Entrepreneurial spirit with a passion for empowering small business owners to succeed in the digital marketplace.

Application Process: To apply, please submit your résumé and a cover letter to Laura Brooks, laura@westcenter.org detailing your relevant experience, bilingual proficiency, and passion for helping entrepreneurs thrive in the digital world. Additionally, if available, please provide examples of previous work or related projects. We are hoping to fill the role by the end of September for an October start date.

WORK ENVIRONMENT:

This position is an in person training position based out of the Ukiah office. This position will be called upon to meet weekly with the West Center team staff meeting and may be required to assist, in-person, with other West Center programs.

Regularly sits or stands for long periods at a computer; frequently 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 with the general

public, frequently reads and interprets agreements and other documents. Constant sitting in an office chair, keyboarding, and visual contact with computer terminal; frequent walking, standing, writing, bending, and reaching; occasional lifting of items weighing less than 30 pounds, reaching, and lifting above shoulders, carrying boxes of materials from place to another.

West Center is an equal opportunity employer and encourages people from all backgrounds to apply.