



Mendocino Women's Business Center Director Job Description

Location: *Fort Bragg or Ukiah*

Position: *Full-time, Exempt*

Salary: *\$70,000/year*

Organization Overview: West Business Development Center (West Center) is a 501(c)(3) nonprofit organization providing business technical assistance and economic development services across Mendocino, Lake, and Sonoma Counties and adjacent Tribal Lands. We host both the Mendocino Small Business Development Center (SBDC) and the Mendocino Women's Business Center (WBC). Our mission is to advance rural economic prosperity by partnering with entrepreneurs and communities to drive business growth. We collaborate with businesses, government agencies, sponsors, and grantors to leverage and nurture the extraordinary entrepreneurial spirit of rural Northern California. Our work provides equal access to resources to all individuals who seek to start or expand their business. Our Core Values are: Inclusiveness, Optimism, Respect, Collaboration, and Integrity.

Position Overview: We are seeking a highly motivated and organized individual to join our team to manage the staff and programs of the Mendocino Women's Business Center (WBC) in accordance with Federal guidelines and in a cooperative and collaborative community-based environment. The WBC Director is responsible for managing the staff and operations of the Mendocino WBC, ensuring the effective delivery of training events, special projects, and business counseling tailored to the unique needs of our clients. Supervising both West Center's Centro Latino West Program Manager and Events Training Coordinator, this pivotal role encompasses the management of all phases of both virtual and in-person interactions—from planning and promotion through execution and follow-up—to ensure successful client engagement.

Key Responsibilities:

- Plan, organize, direct, and provide leadership for the operations and activities of the Mendocino WBC.
- Develop, implement, and maintain training programs to meet local business needs, including individualized and group sessions.
- Develop, manage, and evaluate the WBC goals, programs, costs, and operations to determine progress toward strategic goals and enhance client outcomes. Prepare ad hoc, quarterly and annual program reports.
- Prepare annual WBC and related project budgets, monitor financial variances, and implement corrective actions.
- Manage the WBC's resource allocation in line with state and federal contract requirements; maintain compliance with all training protocols required by federal and state grants.
- Identify gaps in services to the business community and work with partners to find solutions. May conduct classes and/or workshops as appropriate.
- Regularly report on key metrics such as training hours, budget forecasts, and client success stories to the CEO and other stakeholders.
- In coordination with the CEO and Deputy Director, assist with identifying and obtaining

funding to sustain and grow WBC operations through sponsors, grants, and contract opportunities with public or private organizations.

- Creatively market the WBC programs and services to existing and potential clients, stakeholders, and community partners through a variety of methods and channels.
- Provide business counseling to small business owners.
- Identify, contract and oversee a pool of contract trainers and educators involved in service delivery.
- Supervise the Training Coordinator to ensure effective program delivery.
- Supervise the Centro Latino West Program Manager to ensure the development and delivery of Spanish language services and programs.
- Set employee goals in alignment with the organization's mission, vision, and strategic plan.
- Manage employee workflow, ensuring that business goals, deadlines and performance standards are met.
- Assess employees' work performance and identify areas for improvement; report performance records and evaluations to HR.
- Assist in the training and onboarding of new hires and contractors.
- Develop and manage a WBC Advisory Board.
- Foster strong relationships with community stakeholders, including West Center's Board of Directors, WBC Advisory Board, government agencies, and local businesses.
- Represent the WBC on various boards and committees related to small business assistance.
- Participate in California WBC Network and National AWBC activities and conferences.
- Perform related duties and responsibilities as required.

Education and Experience:

- Any combination equivalent to: a bachelor's degree with major course work in business administration, public administration, or related field and four years of increasingly responsible, directly related management level experience.
- Experience managing teams and developing partnerships is a plus.
- Demonstrated experience managing federal grant programs, working with the SBA or working with small businesses is preferred.

Desired Knowledge, Skills and Abilities:

- Proven experience in planning, managing, directing, and providing effective leadership within assigned area.
- Ability to develop, implement and assess goals, objectives, programs, policies, and procedures and make appropriate adjustments.
- Skilled in budget preparation and fiscal management.
- Knowledge of contracts and grants preparation and management.
- Able to work both collaboratively and independently and serve as primary interface with various stakeholders.
- Ability to select, train, supervise, direct, and evaluate staff.
- Identify and respond effectively to sensitive organizational issues, concerns, and needs.
- Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.
- Exceptional interpersonal and communication skills, adept at working with diverse client groups.
- Strategic thinker with a proven ability to manage and implement training and development programs.
- Comfortable using and learning digital technology and cloud-based software programs,

- preferably in a PC, Windows-based operating environment.
- Proficiency in Microsoft Office Suite, Adobe products, and various online communication
- Knowledge of the rural northern California business landscape is a plus.
- Bilingual English/Spanish is highly desirable.

Benefits: Paid PTO; Paid Sick Leave; Paid Holidays; Monthly Health Stipend; Cell Phone & Internet Reimbursement (partial); 3% Monthly Retirement Contributions.

Work Environment: This position can be based in either the Fort Bragg or Ukiah office with the understanding there may be regular travel between offices. Reliable transportation is required. Evening and weekend work may be required for workshops, meetings, and 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.

To Apply: Please send a cover letter and resume to info@westcenter.org By May 15th 2024. We will review applications the week of May 20 with the intent of a planned start date of June 1st.

West Center is an equal opportunity employer and encourages people from all backgrounds to apply. Funding for this program comes primarily from the federal Small Business Administration (SBA), and the California Governor's Office of Economic Development (GO-Biz), along with other state and private grants.