



## Rockville Economic Development, Inc. Position Description

**Title:** Program Manager – Bowie State University  
Maryland Women’s Business Center

**Accountability:** Reports to Managing Director of  
Maryland Women’s Business Center

Rockville Economic Development, Inc. (REDI), a nonprofit organization, was founded in 1997 by The City of Rockville to serve as the economic development agency for the City. Today with a budget of approximately \$1.5 million, it helps businesses launch, locate and expand. In 2010, REDI established the Maryland Women’s Business Center (MWBC) to help women throughout the region start and grow businesses positioned for long-term growth through training, business counseling and other resources. Now funded in part through a Cooperative Agreement with the U.S. Small Business Administration, MWBC hosts more than 120 workshops a year and interacts with more than 1,600 clients through its various services and programs. See MWBC at [www.marylandwbc.org](http://www.marylandwbc.org) and REDI at [www.rockvilleredi.org](http://www.rockvilleredi.org).

### **DUTIES AND RESPONSIBILITIES:**

- Manage daily operations of the MWBC Bowie State University location
- Responsible for leading staff, contractors and volunteers to execute MWBC Bowie State University activities to support business owners.
- Work with MWBC Managing Director, REDI CEO, and Advisory Board to set direction for the location’s strategies, implement work plans and track progress.
- This position will be generally located in Bowie/Prince George’s County, with driving to other offices and events as required.

### **Grant Management**

- Manage existing grants and related activities, including writing and editing reports, creating and managing programs, and cultivating relationships with funders.
- Assist with identifying new grant opportunities, including growing existing contracts and developing new funder relationships.
- Build and manage programs to meet and/or exceed grant requirements.
- Gather accurate data and information to meet grant requirements and applications as needed.
- Track grant requirements, goals and metrics, and take a proactive and collaborative approach to achieving both team and individual KPIs.
- Assist Managing Director with connection to elected officials and other stakeholders in Prince George’s County.
- Interact with U.S. Small Business Administration (SBA), Association of Women Business Centers (AWBC), and other funders and stakeholders as requested by the Managing Director to maintain a productive, responsive relationship.



- Assist Managing Director with obtaining sponsorships and support of events as required.
- Help foster an organizational culture that encourages collaboration and accountability.
- Adhere to REDI policies and procedures.
- Perform other duties as required.

### Training

- Responsible for identifying, organizing and scheduling workshops on a wide range of business topics, working with volunteer trainers and partners.
- Assist with administration and execution of workshops, including room reservations, registration process, delivery, and data collection.
- Teach business-focused courses and workshops and work with presenting speakers to deliver compelling and valuable lessons.
- Collect data and evaluations from participants and help to ensure that data is reported properly.
- Refer clients to training classes, and coordinate activities with other MWBC staff.
- Assist with publicizing workshops.

### Counseling

- Become a certified Business Counselor, leveraging MWBC's external training partner.
- Provide professional management and technical assistance counseling to small businesses in such areas as financial analysis, business plan development, marketing analysis and development of marketing strategic plans, contract procurement, and loan packaging.
- Coach small to medium sized business owners in the development and strategic growth of their existing business.
- Meet or exceed individual counseling KPIs.
- Identify and recruit qualified and licensed (as applicable) volunteer professionals to offer direct client counseling to MWBC clients on an individual basis.
- Organize peer-counseling groups.
- Identify mentors for clients as appropriate.

### Supervision of Staff

- Train and supervise business counselors, contract counselors and interns.
- Develop annual performance goals for business counselors in accordance with program goals and grant requirements, and ensure such goals are met.
- Identify, support and supervise interns as needed.

### Research Support

- Help maintain a library of resources to assist clients and work to ensure updated and accurate information is available to clients.
- Help maintain referral lists for clients.
- Write articles in areas of expertise.
- Provide information, training and assistance in area of expertise to other counselors as needed.



Marketing and Public Relations:

- Develop and manage relationships with diverse stakeholders, including funders, community members, nonprofits, businesses and government officials at local and national levels.
- Publicize programs through a variety of mechanisms including media opportunities, website, social media, print channels and trade show attendance.
- Build and maintain network with organizations that support entrepreneurs.
- Oversee signature awards event honoring women entrepreneurs.
- Engage Advisory Board in regular communication to maximize members' time, expertise & resources.
- Supervise the training and business counseling programs to ensure a diverse population of women is supported in compliance with funder requirements.

And such other duties as may be assigned.

**QUALIFICATIONS:**

- Bachelor's degree in business or related field, with master's in business preferred.
- At least seven years' relevant business and program management experience, PMP or other project management certification preferred.
- Proven track record of creating, launching, and managing successful projects.
- Grant management experience, including federal, state and/or local.
- Entrepreneurial experience is highly desired.
- Public speaking skills and/or training experience.
- Familiarity with women's business issues.
- Proficiency in languages other than English desirable.
- Strong financial acumen with demonstrated experience in budget planning and forecasting.
- Strong interpersonal, verbal, and written communication skills.
- Demonstrated ability to collaborate with diverse stakeholders and balance competing interests.
- Fundraising experience a plus.

**COMPENSATION:**

- \$75,000 - \$90,000 based on qualifications and experience.
- Full-time position benefits: paid holidays and annual leave, health care benefits, 3% matching contribution to a Simple IRA plan, and parking in office location.

**APPLICATION:**

- Submit a cover letter and résumé as one document with the subject line "**Program Manager – Bowie State University Maryland Women's Business Center**" to [HR@rockvilleredi.org](mailto:HR@rockvilleredi.org) to express interest.

Application review will begin on **March 17, 2025**, and will continue on an ongoing basis until the position is filled.

*Rockville Economic Development, Inc. is an Equal Opportunity Employer.*