



**Rockville Economic Development, Inc.  
Maryland Women’s Business Center  
Position Description**

**Title:** Training and Events Coordinator  
Maryland Women’s Business Center

**Accountability:** Reports to Managing Director, 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 \$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 (SBA), MWBC hosts more than 120 workshops a year and interacts with more than 1,600 clients through its various services and programs. Learn more about MWBC at [marylandwbc.org](http://marylandwbc.org) and REDI at [rockvilleredi.org](http://rockvilleredi.org).

**DUTIES AND RESPONSIBILITIES:**

- Identify and manage business education trainings and workshops across all MWBC locations to successfully meet grant requirements.
- Utilize event management skills with building capacity in entrepreneurs and developing relationships with internal/external stakeholders.
- Collaborate with MWBC staff, volunteer trainers, and partners to coordinate trainings and workshops from end-to-end.
- Collect data and report on metrics accurately.
- Conduct post training and event surveys, evaluate survey assessments for educational needs.
- Other duties as assigned.

***Trainings, Workshops, and Events***

- Teach and/or moderate trainings and workshops for a variety of entrepreneur audiences through different methods including but not limited to web/computer based, instructor led, and blended.
- Assist with presentations; creating, developing, updating/editing, and electronic filing.

- Manage pre- and post-training/workshop procedures including registration, room and/or online needs, delivery, distribution of materials, surveys, and data collection/reporting.
- Cultivate and maintain relationships with local, regional, and national organizations for volunteer training and workshop presenter opportunities.
- Utilize MWBC's CRM and other databases to market and track classes and participants.
- Collect and review evaluations to determine participant satisfaction and educational needs.
- Monitor registration levels to ensure minimum attendance thresholds are met and maintain consistently high attendee satisfaction levels as evidenced by participant evaluations.
- Refer contacts and potential clients to trainings and workshops on a regular basis.
- Research and stay abreast on business and financial trends for small entrepreneurs to identify existing and emerging needs that meet funder requirements.
- Assist with logistics and management of all special events organized by MWBC, and coordinate staff support including but not limited to the annual awards luncheon, networking events, and workshops.
- Coordinate volunteer staffing when needed.

#### Outreach and Marketing

- Coordinate with marketing to prepare promotional materials and effectively publicize workshops and events through flyers, newsletters, eblasts, social media, internal/external websites and listservs.
- Perform regular content maintenance for the MWBC website, social channels, and other platforms to provide information on trainings, workshops, and events.
- Develop relationships with key resource partners to assist with workshop, sponsorship, and outreach opportunities.
- Assist with press releases, articles, and blogs as needed.

#### Administration

- Refer contacts and potential clients to business counselors.
- Collect data and evaluations from trainers/participants to ensure data is reported properly in accordance with SBA and other funder criteria.
- Timely completion of forms, documentation, and reports as required by the Managing Director.
- Provide guidance to MWBC staff and presenters on effective teaching/learning methodologies.
- Review other online educational programs/systems and prepare reports for the Managing Director upon request. Keep abreast of developments within the ecosystem and recommend changes to remain competitive with other entrepreneurial resources.
- Help foster an organizational culture that encourages collaboration and accountability.
- Adhere to REDI policies and procedures.
- Support and supervise interns.

#### **QUALIFICATIONS:**

- Bachelor's degree in business, marketing, finance, or related field.
- Experience in supporting small business development and familiarity with women's business issues.

- Effective time-management and project management skills with an ability to manage multiple projects on tight deadlines.
- High attention to detail, including accurate and timely data entry.
- Intermediate/Advanced in Technology: Microsoft Office Suite PowerPoint, Excel, Adobe Acrobat, NeoSerra CRM, Canva, and WordPress website management. Ability to learn new software.
- Exceptional communication skills; cross cultural and interpersonal communication skills.
- Strong verbal and written communication skills.
- Demonstrated ability to collaborate with diverse stakeholders and balance competing interests.
- Experience with website maintenance and social media platforms.

**COMPENSATION:**

- Commensurate with qualifications and experience.
- Full-time position benefits: paid holidays and annual leave, 3% matching contribution to a Simple IRA plan, and paid parking in office location.

**APPLICATION:**

Submission of application (résumé with cover letter) indicating interest to [HR@rockvilleredi.org](mailto:HR@rockvilleredi.org).

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

1/2023