

# Rockville Economic Development, Inc. Position Description

Title:	Program Manager
	Bowie State University Women's Business Center (BSU WBC)
Accountability:	Reports to Managing Director of the Maryland Women's Business Center (MWBC) and Bowie State University 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 \$2.2 million, it helps businesses launch, locate, and expand. In 2010, REDI established the MWBC to help women throughout the region start and grow businesses positioned for long-term growth through training, business counseling and other resources. In 2013, MWBC received designation as an official U.S. Small Business Administration (SBA) resource partner. Building upon the success and impact of MWBC, in 2022, a significant milestone was achieved when REDI established a second Women's Business Center (WBC) at Bowie State University. Currently, the two centers collectively host over 130 workshops annually and provide various services to more than 1,600 clients. For more information, visit www.marylandwbc.org and REDI at www.rockvilleredi.org.

#### **DUTIES AND RESPONSIBILITIES:**

- Manage daily operations of the WBC to ensure grant obligations are met and impact realized.
- Collaborate with university and community partners to enhance entrepreneurship education for MSI students/alumni of the university and ensure the success of WBC clients in the surrounding areas.
- Responsible for leading staff, contractors, and volunteers to execute WBC programs and initiatives.
- Work with MWBC Managing Director, REDI CEO, and Advisory Board to set direction for the location's strategies, implement work plans and track progress.
- Perform other duties as required.

#### Grant Management

- Have a high level of familiarity with grant requirements and metrics that support the programs under Program Manager's purview and assist with grant management, tracking and compliance.
- Co-develop and manage all program administrative and budget needs with the Managing Director.
- Facilitate gathering accurate data and information to meet grant requirements and applications as needed, including being aware of program funding sources and general requirements, goals, and metrics.
- Work closely with the Managing Director to ensure SBA expenditures are properly encumbered and tracked for effectiveness and meeting WBC goals/milestones.
- Assist Managing Director with connecting to elected officials and other stakeholders in the jurisdictions as applicable and interact with SBA, Association of Women's Business Centers (AWBC), and other funders as requested to maintain a productive, responsive relationship.
- Adhere to REDI policies and procedures.

# Training and Counseling

- Responsible for identifying, organizing, and delivering training and counseling on a wide range of business topics in areas such as marketing, finance, planning, accounting, foreign markets, accessing capital, and government procurement working with volunteer training and partners in the surrounding community.
- Coach the university's community and small to medium sized business owners at various stages of their entrepreneurial journey and tailor guidance to meet the specific needs of each population.
- Establish and maintain strong relationships with qualified/licensed (as applicable) volunteer professionals and relevant stakeholders to offer direct client counseling and/or mentorship opportunities.
- Supervise the training and business counseling programs to ensure a diverse population is supported in compliance with funder requirements.
- Capture metrics and reporting requirements into the organization's CRM.

# <u>Programmatic</u>

- Plan and execute programmatic initiatives to reach WBC milestones and objectives through collaboration with the Managing Director.
- Participate in the center strategic planning to ensure all WBC activities and initiatives are in accordance with SBA guidelines.
- Collaborate with the Managing Director to identify additional funding streams and partners, developing and submitting programs/proposals, ensuring compliance with funder requirements and reporting.

## Supervision of Staff

- Recruit, train, supervise, and evaluate the work of business counselors, contract counselors and interns.
- Develop annual performance goals for business counselors in accordance with program goals and grant requirements to ensure such goals are met.
- Ensure efforts of the staff align with the goals and objectives identified with the grant and mission of the WBC.

## Research Support

- Maintain up-to-date connections with the latest developments and trends in entrepreneurship, concurrently engaging in research and contributing to the knowledge base in the field.
- Identify and cultivate within the university and surrounding community, proactively pursuing opportunities for cross-disciplinary collaboration to foster innovation and leverage diverse perspectives.
- Provide periodic reporting and regional needs assessments to the Managing Director.

## Marketing and Public Relations:

- Develop and manage relationships with diverse stakeholders, including funders, community members, nonprofits, businesses, the university, and government officials at local and national levels to facilitate involvement with outreach activities.
- Represent the WBC in respective area at regional professional events and association functions.
- Coordinate with staff for the marketing and outreach efforts of WBC events/trainings in respective area.

## QUALIFICATIONS:

- Bachelor's degree in business or related field, with Master's degree in business preferred.
- At least five years' relevant business and program management experience, PMP or other project management certification preferred.
- Proven track record of creating, launching, and managing successful projects.
- 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.

#### COMPENSATION:

- Commensurate with 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:**

Submission of application (resume with cover letter) indicating interest to <u>HR@rockvilleredi.org</u>.

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