



Job Description

Great Lakes Women's Business Council Business Counselor

Great Lakes Women's Business Council (Great Lakes WBC) is a nonprofit champion for women and minority businesses. We provide access to capital, certification for women-owned businesses, corporate contracting opportunities, and small business educational support.

Reports To:

Program Manager, Women's Business Center

Objective:

Strengthens women, minority, and disadvantaged business enterprises in Wayne County competing for government and corporate contracts. The Business Counselor will be the specialist in facilitating training and counseling sessions to assist clients in understanding and navigating the multi-dimensional aspects of being awarded a contract (e.g. laws, regulations, processes, resources, etc.). Business growth will be a key objective when working with business enterprises.

Primary Responsibilities:

- Evaluate client potential for market diversification and select viable businesses for participation
- Provide advice/counseling to assist firm in the development of realistic and attainable objectives for their business growth initiatives
- Manage business development and growth training sessions via workshops, webinars, and virtual meeting platforms
- Assist clients in registering in databases for government and corporate supplier portals
- Aid with and develop marketing toolkit for certified businesses
- Develop a resource network to be used in providing referrals to appropriate resources

Secondary Responsibilities:

- Maintain and prepare any documentation required by U.S. Small Business Administration and Office of Women's Business Ownership (OWBO) including any documentation required by Wayne County / New Economy Initiative
- Create and maintain filing system
- Report training and counseling data into Women's Business Center internal tracking spreadsheet
- Actively participate in outreach events.



Secondary Responsibilities: (con't)...

- Promote the Michigan Women's Marketplace website (www.miwomen.com) and encourage clients to register
- Steer current and/or prospective business owners with any questions or concerns they may have with reference to starting a business to colleagues and resource partners
- Other duties as assigned

Skills and Qualifications:

- Interpersonal Skills
- Small Business Experience
- Project Management Experience
- Cash Flow Analysis
- Finance/ Accounting: Debt & Equity Finance
- Collaboration
- Oral/Written Communications
- Strong analytical skills
- Sales and Marketing
- Procurement
- Economic Development
- Safeguarding program confidentiality

Qualifications:

- A bachelor's degree in Business Administration, Public Administration, Economic Development, or related field.
- In lieu of a degree, a minimum of three (3) years' experience in business and/or economic development and/or government procurement programs and/or equivalent combination of education and experience which demonstrates the knowledge, skills, and abilities necessary for this position may be accepted.

Application Process:

Submit resume to Kelly Hill khill@greatlakeswbc.org. No phone calls will be accepted regarding this job posting. For additional information please reference the website, www.greatlakeswbc.org.