



Job Description

Great Lakes Women's Business Council Outreach Specialist

Reports To:

Director of Business Education and works in partnership with the Business Growth Program Business Counselor.

Objective:

The Outreach Specialist is responsible for actively recruiting Wayne County-based certified women and minority second-stage businesses seeking business growth through procurement opportunities to participate in the program.

Primary Responsibilities:

- Recruit 45-60 individuals each year, ensuring all goals and requirements for number and demographics of participants are met
- Establish relationships with targeted community groups that serve our specific population.
- Outreach to and meet with partner organizations to build a referral network for potential participants.
- Conduct presentations and attend events to recruit participants.
- Work with Marketing & Engagement team to develop local marketing strategies
- Host information sessions
- Direct potential applicants to complete online application by the due date
- Work in cooperation with the Director of Business Education and Women's Business Center team to meet placement goals, and to ensure a seamless, positive experience for each participant

Secondary Responsibilities:

- Track & Monitor outreach efforts including weekly progress updates while meeting metric goals as determined by the program
- Maintain lead tracking sheet and connect prospective certified businesses to information sessions and enrollment



Skills and Qualifications:

- Has a strong understanding of and ability to develop connections with local community partners, resources, and networks for participant Outreach
- Has demonstrated an aptitude for taking initiative, and is motivated by working toward quantitative goals
- Enjoys working in the community and meeting new people; outgoing with strong public speaking skills
- Ability to develop rapport and build trust with a diverse range of individuals

Qualifications:

- A bachelor's degree in Business Administration, Public Administration, Economic Development, or a 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 an equivalent combination of education and experience which demonstrates the knowledge, skills, and abilities necessary for this position may be accepted.

Application Process:

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