



MSA Contract Digital Business Coach Job Description

Job Description:

Main Street America is partnering to bring digital skills training and resources to small business owners in rural communities. We are looking for leaders that are equally passionate about supporting and enhancing the skills of small businesses with a demonstrated desire to ensure the opportunities created by technology are available to everyone, especially communities impacted by the digital divide. In this work, you will be part of a cohort of coaches aimed to host workshops in rural communities and teach small business owners skills essential for their business growth.

This is a contractual Part time position for a 14 month time period.

Responsibilities:

- Represent Main Street America and Downtown Wytheville Inc. while hosting workshops and virtual trainings for rural business owners, offering 1:1 coaching, and reporting progress.
- Attend and take part in a training summit where you will join the rest of the coach cohort virtually to learn more about the partnership, how to use the platform to host and track workshops, and how to reach small business
- Learn to use platform and resources—including workshop decks and one-sheets—to host in-person and virtual workshops for small business owners.
- Gather qualitative and quantitative feedback from workshop and event participants to enhance the training process and curriculum.
- Promote and share trainings, workshops, and related materials through Main Street America network and social channels.
- Submit training recaps with workshop details, impact data, participant highlights, and photos.
- Source and obtain local, interesting stories of participants that have benefitted from the trainings that may be highlighted and widely shared.
- Commitment to participating in cohort activities (check ins, meetings, surveys, virtual networking, presentations, etc) to share insights on successful outreach, professional development, and connect with fellow coaches.

Desired skills and qualifications:

- Experience mentoring and coaching businesses and/or individuals in the community
- Demonstrated experience with digital marketing tools. Teaching others how to use tools is a plus
- Have a comprehensive understanding of small business development, industry trends, online marketing trends, and general business expertise.
- Established credible relationships in the rural community or business development field

- Skilled facilitator and public speaker (please submit a video example of a training you hosted or other videos that help show your public speaking skills)
- Experience in independently producing events (virtual or in-person) end-to-end, including but not limited to managing partnerships, coordinating logistics, marketing & promotion, collecting feedback, etc.
- Self-driven, adaptable under pressure
- Excellent interpersonal and communication skills
- Ability to adhere to operational procedures and process flows
- Ability to travel up to 20% of the time to host in person workshops and receive training in other locations
- Current or previous business owner a plus

What is Main Street America?

Main Street America programs – Coordinating Programs, Accredited Programs, and Affiliate Programs – are working day in day out to transform communities, celebrate historic character, and revitalize local economies across the country.

What sets Main Street America™ apart is the powerful network: the unique combination of grassroots dedication to comprehensively improving quality of life at the local level, integral support and expertise provided by Coordinating Programs at the city, county, and state level, and leadership and direction from the National Main Street Center (NMSC).

Who is Downtown Wytheville?

Downtown Wytheville is a designated Virginia Main Street program and an accredited Main Street America community. Downtown Wytheville strives to be the vibrant heart of community and commerce for the region through strong partnerships with local government, business, property owners and local residents. Downtown Wytheville will work hand and hand with Main Street America to implement this position at the local regional and state level.

Hours per Week: Part- Time position 15-25 hours per week

Pay Range: \$45,000- 55,000 + additional \$10,000 at the completion of the contractual agreement if goals are achieved.

To Make Application:

Submit Resume, three professional references and cover letter explaining your interest and passion for teaching/coaching small business owners to:

**Todd Wolford,
Executive Director,
Downtown Wytheville Inc.
exedir@downtownwytheville.org**

