

Urban League of Broward County

Job Description

Title: Small Business Marketing Coach **Contractor**
Division/Team: Small Business Entrepreneurship Division (SBED)
Supervisor: Small Business Development Officer or as assigned
Revision Date: January 2020

Purpose of Position

A Small Business Marketing Coach Contractor is ultimately responsible to coach the minority owned small business SBED clients with developing a strategic marketing plan that includes marketing, promoting, social media and brand recognition. The coaching services are provided in six week cohorts for each SBED client.

Essential Duties and Job Responsibilities

- ❖ Coach individual small business owners in 1:1 and/or small group.
- ❖ Ensure the marketing strategies are current and applicable for small businesses.
- ❖ Create a marketing action plan with goals for each client that are attainable within six (6) weeks.
- ❖ Empower the clients with the ability to navigate through the essentials of marketing.
- ❖ Provide feedback on clients' web-based development and graphic design.

Requirements

- ❖ Bachelors Degree in Marketing, Advertising, Communications, or related field.
- ❖ Must be a Subject Matter Expert with 3-5 years of integrated marketing and coaching experience.
- ❖ Ability to coach, train, and guide.
- ❖ Demonstrated knowledge and experience in Marketing
- ❖ Experience in managing media, PR, and creative strategy/planning
- ❖ Ability to coach with comfort in bringing forward a strong point of view
- ❖ Tenacious attention to detail and ability to keep the clients on track.
- ❖ Ability to express ideas clearly in both written and oral communications.
- ❖ Ability to work effectively with persons of all ages and diverse backgrounds, skills and abilities
- ❖ Must have outstanding organizational skills
- ❖ Must have excellent presentation skills.
- ❖ Positive and team-oriented attitude
- ❖ Bilingual (English and Spanish or French or Creole) candidates is a plus.

Other

- ❖ Must pass a Level 2 background and drug screening.

Interested candidates must submit cover letter and resume to:

Hiring@ulbcfl.org

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