



JOB ANNOUNCEMENT

Small Business Support Coach

Small businesses are the key to Detroit's future, and Invest Detroit is committed to ensuring entrepreneurs of color thrive. Invest Detroit has financed over 200 small businesses in the City of Detroit, and we want to ensure these businesses continue to grow and prosper. We are seeking a passionate dynamic individual who can help enhance business coaching programs for potential and existing Invest Detroit borrowers.

About Invest Detroit

Invest Detroit is a mission-driven lender, investor, and partner working to ignite inclusive economic growth in underserved Detroit communities and across the region. A lending Detroit-based Community Development Financial Institution (CDFI), we bring over 25+ years of experience acting as a catalyst for economic development, commercial lending, and venture capital. We have deployed over \$593M to date.

Our team is a hard-working, supportive group that is passionate about our mission and believes strongly in equitable opportunity, diversity, and respect. We believe that through partnership, tenacity, creativity, and drive, we can help to improve access to opportunity and overall better quality of life for all Detroiters.

For more information about Invest Detroit, please visit the [Invest Detroit website](#).

About the position:

Reporting to the Small Business Support Manager, the Support Coach will assist in small business coaching programs for potential and existing Invest Detroit borrowers. Through personalized one-on-one coaching sessions and strategic advice, the Support Coach will work alongside the Support Manager in working with startups and established businesses to provide education and resources to launch, stabilize, and grow their businesses. This role will empower entrepreneurs to develop effective business strategies, enhance their leadership skills, and navigate the complexities of running a small business.

The Support Coach will assist in identifying opportunities (training, resources, partnerships) and follow implementation of processes to target historically underserved entrepreneurs, such as those who identify as Black, Latinx, Women, Veteran, Immigrant and/or LGBTQ+. They will follow key performance metrics and long-haul objectives to maximize impact. Critical to success in this role is the ability to establish rapport with business owners, community stakeholders, program partners, and team members.

Key Responsibilities

- Provide collaborative one-on-one coaching to prospective and current small business clients to assess their current financial and operational needs to identify opportunities for growth and provide customized action plans to achieve their business development and economic objectives. This may include but not limited to:
 - Assessing financial needs, analyzing financial statements, and recommending appropriate financial options.

- Offering expertise in financial planning, budgeting, and cash flow management to help business owners optimize their financial resources, improve profitability, and make informed decisions about investments and expenses.
 - Assisting with setting SMART (Specific, Measurable, Achievable, Relevant, Timebound) goals and holding them accountable for progress towards achieving those goals through regular check-ins and performance evaluations.
 - Analyzing business processes and operations to identify opportunities for streamlining workflows, reducing costs, and improving efficiency, while ensuring compliance with relevant regulations and industry standards.
 - Serving as a sounding board for small business owners, offering objective advice and creative solutions to address challenges and overcome obstacles encountered in day-to-day operations.
 - Advising on marketing and sales strategies tailored to the unique needs and target audience of each small business, including digital marketing techniques, customer acquisition tactics, and branding strategies to increase market share and revenue.
- Develop and maintain relationships with local banks, financial institutions, and other relevant stakeholders to facilitate access to financing for small businesses.
 - Collaborate with Support Manager in conducting financial education workshops and training sessions for small business owners on topics such as budgeting, cash flow management, and loan readiness.
 - Stay informed about relevant financial programs, resources, and regulatory requirements that may impact small businesses' access to financing.
 - Collaborate with other departments within the organization to provide holistic support to small businesses, including access to additional resources and services.
 - Collaborate with Support Manager in tracking and reporting on key performance indicators and outcomes related to small business financing initiatives to measure impact and effectiveness.
 - Participate in networking events, conferences, and community outreach activities to promote Invest Detroit's mission and services as well as to connect small business owners with relevant resources, mentors, and industry experts to expand their professional network and access additional support as needed.
 - Stay informed about industry trends, best practices, and emerging technologies relevant to small businesses, and share knowledge and insights with clients to help them stay ahead of the curve.

Qualifications and Skills

- Minimum of 2-3 years of experience in finance, banking, or business consulting, with a focus on small business lending and financial advisory services.
- Preferred bachelor's degree in finance, business administration, economics, or a related field, advanced degree or certification (e.g., MBA, CFA, CPA).
- Proven experience in business coaching, consulting, or entrepreneurship, with a track record of success in helping small businesses grow and thrive.
- Strong understanding of financial principles, accounting practices, and banking products and services relevant to small businesses including strong analytical skills, ability to assess risk, and ability to make sound recommendations.
- Strong business acumen with a deep understanding of various aspects of small business management, including finance, marketing, operations, and human resources.
- Exceptional interpersonal and communication skills, with the ability to build rapport and trust with diverse stakeholders, including small business owners, bankers, and community partners.
- Experience as an entrepreneur preferred or possess an entrepreneurial mindset with a passion for supporting and empowering small business owners to achieve their goals.



- Established relationships with Detroit/Southeast Michigan entrepreneurial ecosystem and community leaders strongly preferred.
- A passion for economic development in Detroit is required.
- Proven ability to work independently, manage multiple projects simultaneously, and meet deadlines in a fast-paced environment.
- Fluency in additional languages (e.g., Spanish, Arabic, Bengali) is a plus, but not required.
- Proficient in Microsoft Office applications (Outlook, Word, Excel, and PowerPoint) and Adobe Acrobat.

Salary Range

Invest Detroit offers a competitive benefit package and salary commensurate with experience and skills. The salary range for Small Business Support Coach is \$75,000-95,000.

To Apply

Please forward your resume and cover letter, outlining how your skills and experience meet the qualifications of the position to Resume@investdetroit.com. Please include "Small Business Support Coach" in the subject line and indicate how you heard about this opportunity in the email.