



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 leading Detroit-based Community Development Financial Institution (CDFI), we bring 25+ years of experience acting as a catalyst for economic development and investment, providing critical gap financing through real estate development, commercial lending, and venture capital. We have deployed over \$640M to date and are continuing to grow our impact.

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

For more information on 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 support the implementation of processes to reach and support entrepreneurs. 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.

Responsibilities:

Client Advisory & Business Coaching

Core One-on-One Technical Assistance and Strategic Support

- Provide collaborative one-on-one coaching to prospective and current small business clients to assess financial and operational needs and develop customized action plans.
 - Assess financial needs, analyze financial statements, and recommend appropriate financing options.
 - Provide expertise in financial planning, budgeting, and cash flow management.
 - Assist clients in setting SMART goals and provide accountability through regular check-ins and performance evaluations.
 - Analyze business processes to improve efficiency, reduce costs, and ensure regulatory compliance.
 - Serve as a strategic sounding board, offering objective advice and creative problem-solving.
 - Advise on marketing and sales strategies, including digital marketing, customer acquisition, and branding.
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Capital Access & Financial Readiness

Financing Navigation and Loan Preparedness

- Develop and maintain relationships with local banks, financial institutions, and other stakeholders to facilitate access to financing.
 - Stay informed about financial programs, funding resources, and regulatory requirements affecting small business financing.
 - Support loan readiness efforts through financial education and pre-financing guidance.
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Education & Capacity Building

Workshops, Training & Knowledge Transfer

- Collaborate with the Support Manager to conduct financial education workshops and training sessions (budgeting, cash flow, loan readiness).
 - Stay informed about industry trends, best practices, and emerging technologies and share insights with clients to strengthen business sustainability and competitiveness.
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Cross-Departmental Collaboration & Internal Coordination

Integrated Service Delivery

- Collaborate with internal departments to provide holistic support and connect clients to additional services.
 - Work with the Support Manager to track and report key performance indicators and program outcomes.
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Community Engagement & External Relations

Outreach and Ecosystem Development

- Participate in networking events, conferences, and community outreach activities.
 - Promote Invest Detroit's mission and services.
 - Connect small business owners to mentors, industry experts, and ecosystem resources.
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Qualifications:

Education & Professional Credentials

- Bachelor's degree in finance, business administration, economics, or related field (preferred).
 - Advanced degree or certification (e.g., MBA, CFA, CPA) preferred.
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Professional Experience

- Minimum 2–3 years of experience in finance, banking, or business consulting, with a focus on small business lending and financial advisory services.
- Proven experience in business coaching, consulting, or entrepreneurship, supporting businesses across various stages (startup, growth, mature).
- Experience as an entrepreneur preferred, or demonstrated entrepreneurial mindset.

Financial & Technical Expertise

- Strong understanding of financial principles, accounting practices, and banking products relevant to small businesses.
- Strong analytical skills with the ability to assess risk and make sound financial recommendations.
- Deep understanding of small business management across finance, marketing, operations, and human resources.

Relationship Management & Communication

- Exceptional interpersonal and communication skills.
- Ability to build rapport and trust with diverse stakeholders (small business owners, bankers, community partners).
- Established relationships within the Detroit/Southeast Michigan entrepreneurial ecosystem strongly preferred.
- Fluency in additional languages (Spanish, Arabic, Bengali) is a plus.

Mission Alignment & Community Engagement

- Passion for economic development in Detroit.
- Commitment to supporting and empowering small business owners.

Organizational & Operational Effectiveness

- Proven ability to work independently.
- Strong project management skills; ability to manage multiple priorities and meet deadlines in a fast-paced environment.
- Proficiency in Microsoft Office (Outlook, Word, Excel, 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.

At Invest Detroit, we believe that supporting our team is just as important as supporting our mission. We offer a people-centered work environment that values flexibility, balance, and growth. Our benefits include:

- Hybrid work environment with flexibility to support work-life balance
- Generous paid time off, including extended holidays and summer half-day Fridays
- Comprehensive health and life insurance coverage
- Annual performance bonuses (not guaranteed)
- Professional development opportunities to support your career growth

We're proud to foster a workplace where people feel supported, respected, and empowered to make a difference. Invest Detroit is an equal opportunity employer committed to diversity in the workplace.

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.