



Economic Development Assistant Director Job Description

Position Title: Economic Development Assistant Director

FLSA Status: Full-Time

Core Program Competencies: Economic Development, Community Development

Supervisor's Title: Executive Director

Location: Buffalo, NY

Organization Mission: WEDI empowers economically disadvantaged people in Buffalo, with a primary focus on the West Side community.

Websites: www.wedibuffalo.org | www.westsidebazaar.com

Programs Overview:

Economic Development: Low-income individuals and families attain sustainable incomes through business creation and expansion. WEDI has supported the establishment of over 100 businesses and the expansion of an additional 30 businesses. WEDI's current pipeline includes over 700 unduplicated prospective and established business owners who are in the training and technical assistance process.

Of these, 72% are members of ethnic minority groups, 51% are refugees, 2% are asylees, 10% are other immigrants, 91% are previously low-income individuals as defined by the threshold of 79% or less of the Area Median Income (AMI), and 46% are previously extremely low-income individuals as defined by 29% or less of the AMI. WEDI has also disbursed over 183 loans from its growing \$1.1M loan fund to businesses in need of capital that lack access to financing from other sources. *Community Development: Communities of entrepreneurs create focused, market-driven, and sustainable destinations that bring people together to create strong, diverse neighborhoods.* Over the past few years, the West Side Bazaar (WSB) has become an internationally acclaimed cultural business and restaurant incubator that hosts up to 21 businesses and has successfully graduated 25 small-business owners who have expanded into the local community. At the WSB, shoppers find fresh, exciting ethnic cuisines and handcrafted gifts, clothing, and jewelry from around the world. The WSB empowers entrepreneurs to start and grow their businesses, while providing Western New York a unique cultural experience with the immigrant business owners.

Primary Purpose and Function

- Provide support to current and prospective business owners (clients) seeking capital and business education to start, grow, and/or sustain their small business/microenterprise, and provide support to WEDI staff working directly with these clients.

Essential Functions and Responsibilities

Business Training, Technical Assistance, and Microloans

- Train, direct, and manage Economic Development staff in the pre-loan one-on-one business counseling process, ensuring the team meets with a total of at least 250 clients annually.
- Coordinate financial capability programming to train at least 200 clients in topics, including savings, credit, and banking, and create financial management plans to address any deficits.
- Coordinate business education programming to train at least 100 clients in topics, including forming a business plan, accessing financing/capital, managing a business, managing employees, bookkeeping, tax planning, marketing/sales, buying or selling a business, e-commerce, and more.



- Develop measures for evaluating effectiveness of education and technical assistance being provided, and implement strategies for improvement.
- Develop, maintain, and implement a marketing plan to recruit new clients in the community through referral systems, networking, and relationships among particular ethnic and social groups.
- Direct the team to present an average of at least four (4) loan proposals to the Loan Committee per month.
- Ensure borrowers repay loans consistently and follow up with delinquent clients.

Programs Administration

- Assist in the implementation, management, and reporting of over 15 grant-funded projects and programs, with the support of the Grants Manager.
- Co-manage the Economic Development Committee meetings in partnership with the Economic Development Director and Loan Committee Chairperson.
- Delegate responsibilities as necessary to direct-report staff and co-workers.
- Perform other related duties as required

Possible Functions and Responsibilities

- Improve existing programming to better serve WEDI's clients and meet program objectives.
- Design and implement innovative, outcome-driven programs that fulfill WEDI's economic and community development goals

Required Qualifications

- A minimum of a Bachelor's degree in Business, Marketing, Economics, or related field
- Ability to learn quickly and develop a passion for serving low-income and experienced people
- Ability to demonstrate strong customer service tendencies, especially with multi-cultural, low-income individuals, including the ability to work through interpreters
- Competent and efficient in email and internet applications, including a database system for program and data tracking
- Demonstrated problem solving and people skills
- High accuracy in work, attention to detail
- Proven oral and written skills

Preferred Qualifications

- MBA or equivalent degree in a related field
- 2 - 5 years' experience training, lending to, or owning startup or established small businesses
- Experience working with multicultural low-income individuals
- A passion for alleviating poverty, improving cities, and serving the community

Maximum salary for this position will be \$43,264 and is commensurate with education and experience. Health insurance is included with full-time position. Please send a resume, cover letter, and salary requirements to cwelch@wedibuffalo.org.