

## BACKGROUND

NYPACE – New York Professional Advisors for Community Entrepreneurs – is a New York-based 501(c)(3) nonprofit that seeks to stimulate job creation and sustainable economic development in New York City by providing pro bono consulting services to local entrepreneurs serving under-resourced communities. NYPACE has emerged as one of NYC’s leading skills-based volunteer engagement programs, maintaining an active corps of over 125 volunteer advisors providing more than \$1M in consulting value per year. In 2018, we doubled the reach of our consulting services to help more than 30 under-resourced entrepreneurs in NYC scale their businesses and create jobs.

NYPACE provides entrepreneurs with the strategic guidance needed to take their businesses to the next level. Each entrepreneur is matched with a team of volunteer advisors who work collaboratively over 90 days to address high impact areas, such as:

- + Market research, including analyzing market and segmentation, mapping the competitive landscape, and uncovering potential blind spots.
- + Financial modeling, including capital requirement assessments, cash flow projections, break-even analysis, and pricing strategy.
- + Marketing, including refinement of the value proposition and sales pitch, and optimization of marketing spend via assessment of existing efforts and exploration of new channels.

## JOB DESCRIPTION

NYPACE is seeking a candidate to fill the new full-time position of Project Impact Manager reporting to the Executive Director. Hours are flexible and the candidate would work from home with periodic meetings, both day and evening, in Manhattan. Candidate must be mission-driven with strong communication and time management skills and have the capacity to work independently. Candidate must also understand how impact relates to marketing and messaging, and how metrics drive funding. Along with overseeing a portfolio of 10 to 20 projects annually, this position covers marketing and impact measurement. In the course of managing a portfolio of NYPACE projects, the candidate will be expected to fully understand the NYPACE Program Model and execute all phases of a 90-day project, including:

- + Matching volunteer advisor teams with entrepreneurs for the 90-day projects
- + Coordinating, scheduling, and attending evening project launches
- + Evaluating project scopes and providing feedback to advisor teams as needed
- + Monitoring projects throughout the 90 day window and helping advisors and entrepreneurs resolve challenges as they arise
- + Overseeing conclusion of projects, including coordination of the closing presentation, submission of final deliverables, and distribution of experience surveys to advisors and entrepreneurs

In addition to project management, the candidate will have overall responsibility for:

- + Establishing a data platform and coordinating data aggregation and analysis for measuring impact across 3 key stakeholder cohorts:
  - o Entrepreneurs - Measure and track changes in sales, profit, job creation, and access to capital.
  - o Advisors - Measure trends in recruitment, retention, referrals, and engagement satisfaction.
  - o Funders and Sponsors - Measure revenue generation and potential access to grants/sponsorships from corporate sponsors, foundations, government agencies, and individuals.
- + Working with NYPACE staff, board, junior board, volunteer advisors, and entrepreneurs to implement and sustain the program and platform described.
- + Leading an ongoing marketing program for NYPACE, including:
  - o Overseeing website and coordinated social media presence (e.g., LinkedIn, Instagram, Facebook)
  - o Producing a periodic newsletter
  - o Maintaining regular contact and updates with advisors, entrepreneurs, community partners, funders & sponsors

## QUALIFICATIONS

- + BA/BS or equivalent
- + Minimum of 2 years work experience, with specific experience in impact measurement and marketing
- + Excellent skills in data analytics, writing, social media, website management
- + Proficiency in Excel, CRM tools, PowerPoint
- + Some background in accounting, finance, and business administration

## COMPENSATION

Competitive compensation commensurate with experience.