



Business and Income Developer

- Pay Level: \$25.59 per hour
- Hours: 40 hours per week
- Work site locations: La Crosse

The Couleecap Community Development department is hiring a Business and Income Developer. This position is responsible for managing business and income development services, including a new retail incubator in downtown La Crosse.

Benefits package includes:

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|-------------------------------------|-----------------------------|
| – Health insurance | – Holiday pay |
| – Dental insurance | – Vacation pay |
| – Vision insurance | – Sick pay |
| – Flexible Spending Account | – Personal holiday pay |
| – Health Savings Account | – Hazardous weather pay |
| – Employer sponsored life insurance | – Annual increases |
| – Employer-matched retirement plan | – Advancement opportunities |

Couleecap is committed to hiring a diverse workforce from a wide range of backgrounds to enhance our organization and bring fresh ideas and perspectives to our agency.

Complete the online application process at
<https://www.couleecap.org/current-opportunities.html>

Application Packet Deadline: Friday, August 16th by 2:00 pm
For more information, please visit our website at: www.couleecap.org



Business and Income Developer



DATE ISSUED: December 2020

SALARY LEVEL: 27

REPORTS TO: Community Development Director

AREA OF FOCUS: Community Development

JOB SUMMARY: Manages the business and income development service section of Couleecap including a new downtown La Crosse retail incubator. Works with community leaders and entrepreneurs to develop new businesses, expand existing businesses, and create jobs. Provides consulting, technical assistance, and capital access. Manages grant programs and revolving loan funds to provide access to capital for business development and expansion. Oversees programs designed to assist working adults with income enhancement programs or obtaining reliable transportation and expands them through connecting with community resources. Responsible for grant writing, reporting, and performance monitoring, and other tasks associated with new program development. Serves as a liaison with local and state economic development stakeholders.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

Supports and upholds Couleecap's mission to fight poverty and promote self-sufficiency for individuals by helping to identify needs, mobilize resources, and provide quality services.

Manages and develops a new downtown La Crosse small business incubator. This will include the project start up, build out, promotion, outreach, marketing, general on-site management of the space, coordinate leasing terms and recruiting businesses to serve as vendors. Coordinate and provide the support and technical assistance to vendors/businesses that will be provided on site.

Develops programs and services to promote job and business development, entrepreneurial networks, and business support capital. Coordinates with economic development partners and represents Couleecap at economic development events and on boards, committees, and to the media in reference to job and business development.

Assists clients to develop business and financial plans; reviews business concepts for feasibility, market viability, and funding support. Develops business management skills.

Helps clients with forming proposed business. Provides technical assistance in obtaining tax permits, setting up financial system, developing marketing strategies, accessing capital, and other aspects of business start-up.

Manages, markets, and supervises entrepreneurial related programming for youth and adults that supports the development of entrepreneurial ecosystems throughout the service area.

Oversees programs designed to advance opportunities for training and income development. Partners with educational institutions and community partners to advance educational offerings, and employers to advance income achievement of clients.

Oversees programs designed to provide working adults the ability to purchase a vehicle or make repairs to their existing vehicle through no interest loans.

Completes grant applications and performance reports. Develops budgets and manages daily operations within approved budgets. Pursues new program development opportunities.

Manages revolving loan funds and grant programs for small businesses. Develops loan manuals and policies.

Maintains case files with accurate case notes and documentation of activities; prepare and submits accurate reports. Leads program assessment or monitoring processes.

Ability to understand, appreciate, and interact with people from all cultures or belief systems.

SUPERVISORY RESPONSIBILITIES: Supervises one-two non-supervisory staff. Carries out supervisory responsibilities in accordance with the agency's policies and applicable laws. Responsibilities include training employees, planning, assigning, and direction work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

QUALIFICATION REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE: Requires completion of a baccalaureate degree in a college or university; or one to two years related experience and/or training; or equivalent combination of education and experience. Experience with business development, marketing, and working with community groups.

LANGUAGE SKILLS: Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

MATHEMATICAL SKILLS: Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to work with mathematical concepts such as probability and statistical inference. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

REASONING ABILITY: Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

CERTIFICATES, LICENSES, REGISTRATIONS: Access to reliable, licensed, insured driver and transportation.

OTHER SKILLS and ABILITIES: Thorough knowledge of business creation methodology; ability to relate well to a broad range of professionals in agencies, government, education, social services, and business; ability to express self clearly in written and oral form; training and/or experience leading to knowledge of ethnic/cultural issues, especially as they relate to business practices is preferable; good judgment, initiative, tact, and courtesy. Knowledge of state and federal licenses. Knowledge of business resources and first-hand knowledge of business ownership problems.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee frequently is required to stand and walk. The employee must occasionally lift and/or move up to 25 pounds.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.