

West Bank Business Association

1501 S 4th St

Minneapolis MN 55454

612.326.9652

thewestbank.org - members: wbba.thewestbank.org

Position Title: Business Services, Website and Marketing (Contract position)

Applications Due: Open until filled but no longer accepting applications after 5/11/2020.

Reports to: West Bank Business Association Executive Committee

Primary Functions:

Contract Provider helps West Bank small business owners improve marketing for their businesses by connecting them to new and existing customers. Target opportunities to provide marketing, website design, social media and ongoing business support services to West Bank businesses. Work with the Executive Committee & our Programs and Small Business Specialist to connect with businesses owners who need technical assistance, make a plan to provide these services, implement the plan, follow up to make sure owners are seeing benefits. Create advertisement revenue for West Bank District Directory. This is a contract position based on demand. This contract could either be a supplement for someone who already provides these services through their own small business or for someone looking for part-time, flexible & variable work.

Technical Skills:

Website Design

- Create websites according to business needs and available funding
- Create a maintenance schedule with business owners and/or create a plan with business owners to maintain their own websites
- Follow up to make sure websites are meeting the needs of businesses.

Marketing

- Provide Marketing Services for area businesses, set up marketing infrastructure and make sure small business owners have the skills they need to maintain a marketing program.
- Help area businesses tap into opportunities to provide marketing for their own businesses, for example making sure google search listings are up to date with correct information, storefront displays and general appearance, connections with local institutions, and synergies with other businesses.
- Create revenue streams for district marketing

Social Media and Website

- Help maintain content on the organization's outreach website: thewestbank.org
- Assist in creation and scheduling of social media content
- Maintain West Bank Business District social media sites and accounts

Preferred Characteristics

- Interest in helping small business owners in the West Bank neighborhood
- Familiarity with West Bank culture and strong commitment to the West Bank neighborhood.
- Independent worker with excellent time management skills
- Comfortable with all methods of communication including phone, email and in person meetings
- Experience with East African language and culture or strong interest in learning more
- Effective time management skills
- Ability to manage expectations of business owners
- Professional demeanor
- Demonstrated ability to work with people and businesses of diverse backgrounds, origins, languages and technical skill levels
- Experience with the unique challenges of a small business, whether owned by you, a close friend, or a family member.
- Interest in small, local business development and planning
- Some experience or familiarity with project management including problem solving skills, initiative, comfortable working in an entrepreneurial, fast-paced, and dynamic work environment
- Ability to work autonomously
- A positive attitude toward community involvement and input and comfort in speaking publicly at community meetings
- Self driven and excellent problem solver
- Desire to make a difference in the world
- Ability to work well with limited resources
- Creative/resourceful use of limited tools
- Sharp editing skills

Hours and Compensation:

Up to 20-25 hours/week, contract position based on demand

Flexible scheduling

Compensation: \$25+/hr commensurate with experience

About the West Bank Business Association:

The mission of the West Bank Business Association (WBBA) is to strengthen and celebrate the neighborhood by promoting the area and connections between its residents, businesses, institutions, and organizations. WBBA is dedicated to preserving the neighborhood's strengths while identifying and helping address the neighborhood's changing needs bringing positive improvements to all, while serving as a resource for all of the business and commercial property owners on the West Bank.

To Apply:

Please send a cover letter and resume with two references to info@thewestbank.org
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