



Pre-Loan Business Coach

About CommunityWorks

CommunityWorks is a non-profit certified Community Development Financial Institution (CDFI) and an SBA micro lender committed to building financial equity by providing resources that support small business growth, entrepreneurship, and homeownership. Collectively, our programs, expertise and partnerships help build stronger and more just communities.

For over 12 years, CW has created opportunities for people, communities and entrepreneurs in the Upstate community and throughout South Carolina, with a focus on people and communities of color. Our programs focus on equitable access to financial coaching, connections with one-on-one business coaching, access to loans to build small business, develop affordable housing, and building credit and assets. Since its inception, CW served over 6044 and has generated over \$291 million in local economic impact.

Diversity, justice, and inclusion are key values within CommunityWorks. We are committed to building and sustaining an inclusive, equitable working environment for our staff. We believe every member of our team enriches our diversity by exposing us to a broad range of ways to understand and engage with the world, identify challenges, and discover, design, and deliver solutions.

Position Summary

The Pre-Loan Business Coach is responsible for providing effective business coaching to current and aspiring entrepreneurs as they prepare for credit opportunities. A successful candidate will be able to guide entrepreneurs in developing a personal financial statement, business income statement, balance sheet, cash flow statement, business financial projections, financial analysis, and other items needed in pursuit of capital access opportunities. The Pre-Loan Business Coach provides trusted guidance during the loan application process to prepare entrepreneurs to submit a high-quality loan application package. The Pre-Loan Business Coach reports to the Chief Program Officer, but will work closely with the lending team to provide coaching and capacity building technical assistance to entrepreneurs and small business owners, which includes but not limited to developing business, preparing loan applications, and providing resources and information on how to start or grow businesses and access lending opportunities. Specifically, this position will serve as the subject matter expert on any COVID-19 relief/recovery programs and help clients walk through the nuances of each program application. Business Coaches are provided with tools and templates to use with clients and are also encouraged to bring their unique set of skills and resources to their work, while following CommunityWorks policies and protocols.

A successful candidate will have a strong understanding of business accounting, ability to use spreadsheets and their basic functions, and a demonstrated history of working with small businesses. A successful coach will have a deep understanding of the unique needs of small business owners through a



variety of work and life experiences, possess strong financial acumen for personal household budgeting and business financial statements, and be solutions oriented in researching and finding tools to support the diverse needs of the entrepreneurs they're coaching.

An ideal candidate will have previous professional experience in business coaching, working in or for a small business, and/or held a variety of roles in a financial institution. The coach will enjoy building relationships and engaging with people from widely varied backgrounds, thrive in a fast-paced, collaborative environment, understand the unique challenges of start-up businesses, and have a commitment to racial justice.

Essential Duties and Responsibilities

- Responds to entrepreneurs needing additional support in creating application documents for business capital access
- Assist clients in preparing loan documents for CW loan programs with a focus on business income statements and projections, real estate pro formas, business plan narratives, project budgets, and personal financial statements
- Provide solutions to entrepreneurs in response to identified needs including research, advising, training, and education in specific, functional areas of small business development such as business formation, business planning, marketing, sales, financing, and other small business issues and challenges
- Develop and deliver engaging educational content for webinars and workshops, including written materials and presentations for CW lending and coaching programs
- Recommend to potential clients, clients, and borrowers, as appropriate, business tools and resources to increase access to resources for business success
- Make community connections for businesses and nonprofits that need additional technical assistance resources available from other agencies.
- Assist clients in preparing loan documents for various COVID-19 relief and recovery loans and programs.
- Actively participate in education/outreach activities including workshops, community events, and other sponsored initiatives that promote opportunities for technical assistance, including one-on-one support and support via webinars, workshops, and partners.
- Perform site-visits and regular follow-up with pre-loan coaching clients.
- Works between program and lending departments to support the capital access and business growth goals of entrepreneurs
- Work with other staff to ensure that goals for specific programs, as assigned, are met.
- Coordinate and assist with the development of small-group training program content to potential clients, clients, and borrowers, as appropriate, business tools and resources to increase access to resources for business success
- Provide coaching through in-person meetings, email, and virtual platforms.



- Maintain records for grant contracts and activities related to business lending and technical assistance activities – specifically for the SBA Community Navigator Program.
- Document services provided, and time utilized, according to policies and procedures of CW.
- Collect, track, and enter client impact data in CW’s tracking database
- Provide input on potential new products and/or trends in the industry.
- Support CPO in improving processes for business coaching services and loan products
- Attend all CW staff meetings and Program team meetings as requested.
- Perform other duties as assigned.

Qualifications

- A commitment to CommunityWorks’ mission of serving a diverse population of South Carolina business owners.
- Excellent time management and organizational skills, including an ability to engage in consistent, detailed documentation of work performed.
- Deep knowledge of small business best practices and potential challenges and hazards faced by entrepreneurs.
- Ability to listen empathetically and constructively to business needs expressed by small business owners and staff.
- Ability to convert business needs expressed into action steps in order to achieve business goals
- Professional history of working with people from diverse backgrounds, especially women, Black, and/or Latinx communities

Experience

- Proficient in Quickbooks and small business financial documentation and accounting practices.
- Minimum of five years of experience as a small business owner, small business coach, commercial lending, or other relevant entrepreneurial experience.
- Proficiency in using business software applications including but not limited to Microsoft Office Suite, Outlook, Customer Relationship Management (CRM) Systems, Digital Phone and Video Conferencing Systems, and QuickBooks.
- Strong financial background, including the ability to understand, interpret, and analyze income statements, balance sheets, and statements of cash flow.
- Degrees related to business or accounting are preferred but not required.
- Experience working in a commercial lending institution is a plus.

Please e-mail your cover letter and resume to careers@cwcarolina.org