

Position Title: Program Coordinator**Location:** Remote (with travel across Southwest Virginia)**Reports to:** Capital Pathways Program Manager**Employment Type:** Full-Time**Salary:** 40,000**Travel:** Required across Southwest Virginia

The Virginia SBDC Network is a partnership with the US Small Business Administration and other local hosts to provide advising services and training to small businesses in Virginia. The Virginia SBDC Lead office administers and manages the SBDC network of 25 centers across Virginia with 13 subrecipients including universities, community colleges and economic development organizations. The Virginia SBDC is a program of Mason Enterprise.

Capital Pathways is a specialized program within the Virginia SBDC network that empowers Virginia small businesses to secure the capital they need to grow. It is designed for very small (fewer than 10 employees) and emerging and growth-ready businesses that face challenges accessing traditional financing. The program includes hands-on group-based learning and guided implementation, paired with extended one-on-one support focused on financial and legal readiness.

Position Overview:

The Program Coordinator is a dynamic, self-motivated individual responsible for coordinating and supporting small business development efforts across a four-county region. This remote role requires excellent communication, organization, and marketing skills to effectively plan, promote, and execute in-person and virtual workshops, manage advisor interactions, and maintain accurate records in the program data system. The Coordinator will collaborate closely with the regional Small Business Development Center (SBDC) and serve as a key connector for businesses seeking support services.

Key Responsibilities:***Workshop Coordination & Event Planning***

- Organize and implement both virtual and in-person workshops and presentations
- Coordinate event logistics including scheduling, venue arrangements, technology setup, Q&As, and materials
- Work with subject matter experts and advisors to deliver program content

- Promote workshops to the public and ensure strong attendance

Advisor & Client Coordination

- Serve as liaison between clients and advisors for business services
- Refer clients to appropriate advisors based on needs
- Track advisor progress and oversee timely submission of deliverables
- Compile and package advisor invoices and send to State Office for payment and maintain accurate financial records

Marketing & Communications

- Develop and implement outreach strategies to raise awareness of the program
- Create social media content, email newsletters, and promotional materials
- Represent the program at local and regional events and networking opportunities
- Maintain strong communication and collaboration with the regional SBDC and other partners

Database Management & Reporting

- Log client interactions and service notes in the data system
- Ensure data accuracy and compliance with reporting requirements
- Compile monthly and quarterly reports on program metrics, client reach, and advisor activity
- Report monthly activity to each SBDC center in the region.

Qualifications:

Required: - Proven experience in event planning, program coordination, and/or business support services

- Proficiency in social media and digital marketing tools
- Strong communication skills (verbal, written, and interpersonal)
- Ability to work independently and remotely while meeting deadlines
- Highly organized with attention to detail and ability to multitask
- Experience managing consultant relationships and basic financial tracking
- Proficient in Microsoft Office, Zoom
- Willingness to travel across the four-county region as required

Preferred: - Knowledge of small business development or entrepreneurial services

- Basic understanding of financial literacy principles through experience and/or education in business management and/or accounting
 - Experience in office administration or program reporting
 - Familiarity with platforms such as Canva and Constant Contact
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Working Conditions:

- Remote work with flexible scheduling
 - Occasional evenings or weekends for events
 - Travel for in-person meetings and workshops required
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To Apply:

Submit a resume, cover letter, and references to gplant@brceda.org. Applications will be reviewed on a rolling basis until the position is filled.
