



Job Posting

Position Title: Business Coach	FLSA Status: Salary, Exempt
Department: Business Services	Pay Grade: 6
Reports To: Business Services Director	Location: Metro Grand Rapids, MI

Northern Initiatives' Mission

What We Do

Come help us build communities, create jobs and support families! Northern Initiatives (NI) is a non-profit Community Development Financial Institution that provides loans and business services to small business owners and entrepreneurs, with a renewed focus on people of color and underserved areas of Michigan. We are one of the nation's most respected lenders – and we're growing! You will make an immediate impact on our team.

Position Summary

The Business Coach is responsible for supporting the sustainability and growth of NI's loan customers, serving a diverse customer base in Western Michigan. You will provide direct training and knowledge to NI customers around money, marketing, HR management and general management that helps business owners to be more successful in their job and business. Preference will be given to applicants who are bilingual in Spanish and English. Reliable transportation is a plus for this position.

Essential Duties and Responsibilities

Primary responsibilities include working with borrowers to set goals and develop action plans to reach those goals, including but not limited to:

- Manage a portfolio of customers providing direct coaching on financial/accounting, marketing, and management. Identify and manage external resources to support coaching.
- Utilize NI's web based learning portal 'Initiate' in a blended learning approach with customers.
- Conduct Client Site Visits to build rapport, provide education, and observe business operations.
- Collaborate with the Business Services team to provide coordinated client education and assistance.
- Collaborate with third party consultants to ensure customers and borrowers are satisfied with NI's services.
- Assess client's knowledge and skill gaps in financial literacy and systems, sales/marketing, and business management. Develop and execute on a blended learning action plan to address those gaps and help the customer reach their business goals.
- Provide direct training in the disciplines of financial management including but not limited to cash flow planning, breakeven and profitability analysis, understanding costs, comparing historical financial trends and industry benchmarks



- Provide direct training on marketing management, developing a marketing plan, market research, and resources on sales and promotion.
- Provide direct training on business management principles, creating systems for sustainability and growth, and hiring and managing employees.
- Work with the Lending Department to collect documents outlined in the loan’s financial covenants. Provide feedback and coaching on these financials with customers.
- Coordinate and /or conduct group training classes and webinars for customers.
- Prepare reports, briefings and presentations as needed in connection with the fulfillment of customer expectations.

Education Requirements

Degree/Diploma Obtained	Program of Study
Bachelor’s Degree, Associate Degree, or relevant work experience	Management, Finance/Accounting, Entrepreneurship or related field of study.

Experience Requirements

Years of Experience	Type of Experience
3-5 Years	Business coaching or consulting, experience owning or managing a business, or other related experience.

Our Goals

- Help small businesses bring growth, innovation, quality jobs, and resilience to communities
- Celebrate diversity
- Strengthen partnerships and build new alliances to increase our impact
- Be kind, helpful, and adaptable
- Make our communities great places to live, work, play, visit, and do business

About Us

Over the last 25+ years, NI has loaned \$80 million to more than 1,600 small businesses. Access to our Initiate technical assistance portal is included with each loan and features a suite of practical trainings, tools and resources that matter to every business owner. We provide money and know-how that develop business skills and strengthen the economy.

We are currently working in a hybrid fashion, from a home office or one of our four offices around Michigan (Marquette, Muskegon, Battle Creek, Grand Rapids).

To Apply, email a current resume and letter of interest to Careers@northerninitiatives.org or apply on [Indeed.com](https://www.indeed.com)