



Marketing Specialist – Contract Position

Small Business Administration (SBA) Community Navigator Grant Pilot Program (CNPP)

Position Summary

The United States Hispanic Chamber of Commerce (USHCC) is looking to contract a Marketing Specialist to support the SBA CNPP. The primary focus of this pilot program is to offer technical assistance in support to small minority-owned businesses. USHCC is designated as a “HUB” for this program, partnering with five “Spokes” – El Paso Hispanic Chamber of Commerce, Illinois Hispanic Chamber of Commerce, Colorado Hispanic Chamber of Commerce, LBAN, and Hello Alice – throughout the nation to carry out this initiative. USHCC CNPP links small, Hispanic- and minority-owned companies with the counseling, readiness, training, and access to capital, business, jobs, and funding opportunities. This position will support USHCC CNPP Hispanic and minority-owned small businesses in promoting their businesses by providing counseling, guidance on SBA resources, and strategies for omnichannel branding and marketing.

The Marketing Specialist’s primary function is to support entrepreneurs and business owners in the USHCC CNPP with marketing and branding guidance. The Marketing Specialist will receive referrals from Business Counselors and identify areas for training and provide guidance on topics including but not limited to: brand awareness and online reputation, SEO and inbound traffic generation, social media, website content, online advertising, marketing, and editorial calendars. The Marketing Specialist will maintain close contact with Hispanic and minority-owned small businesses to review progress and strategies and continue to share in best practices and trends that can have an impact in companies’ recruitment abilities.

Responsibilities

- Support Business Counselors, aligning entrepreneurial needs with the Hub or Spoke’s small and minority business services, liaising throughout service and follow-up phases of the program.
- Partner with Hispanic and minority-owned small businesses to create and implement branding and marketing solutions that achieve their identified goals.

- Align marketing and branding motions with business and marketing plans, if any.
- Help develop marketing plans.
- Train in the use of various marketing tools (social media, SEO, online advertising, publication platforms, FB and IG business modules, social analytics, etc.).
- Provide guidance and feedback on content to ensure brands are being conveyed in positive, authentic ways to their preferred audiences.
- When necessary, refer to USHCC-approved external marketing vendors for execution.
- Track counseling hours and update statuses on counseling program tool.
- Seek to Business Counselor and other leadership roles for support with Hispanic and minority-owned small businesses questions, finding swift and practical solutions to help interested parties to register into Counseling and any other Navigates program.
- Meet regularly with Hispanic and minority-owned small businesses to answer questions, review progress, and update strategies.
- Others as needed.

Qualifications

- Bachelor's degree and/or 5+ years of experience in management, marketing for small businesses, marketing operations, digital and marketing operations, or project management.
- Knowledge about and/or experience with SBA loans, grants, and programs.
- Strong familiarity with marketing best practices for social media, SEO, online advertising, and branding.
- Familiar with current trends related to Hispanic and minority-owned small businesses recruitment and brand engagement on the major social media platforms.
- Strong organizational, consulting, and leadership skills.
- Ability to teach and work with business owners and entrepreneurs in micro/startup through small and medium business stages.
- Excellent verbal and writing skills.
- Problem solving skills; ability to find creative solutions for Hispanic and minority-owned small businesses or organizational problems.
- Strong sense of accountability; culture of service and teamwork.
- Preferably bilingual (English and Spanish).

USHCC is committed to providing equal employment opportunities (EEO) to all employees and qualified applicants without regard to race, color, religion, gender, gender identity or expression, sexual orientation,

national origin, political affiliation, genetics, disability, age, veteran status, or any other basis protected by law.

About USHCC

The United States Hispanic Chamber of Commerce (USHCC) has been a national leader creating prosperity for the Hispanic business community since its creation 40 years ago in 1979. Through the power of our network of more than 260 Hispanic Chambers of Commerce and Hispanic owned small business enterprises throughout all 50 states, the District of Columbia, and Puerto Rico, the USHCC is the leading organization to empower and invest in America's Hispanic business community.

The USHCC actively promotes the economic growth, development and interests of more than 5 million Hispanic-owned businesses that, combined, contribute over \$800 billion to the American economy every year.

It also partners with 260 major American corporations on strategic initiatives with shared objectives. The USHCC's mission is to foster Hispanic economic development and to create sustainable prosperity for the benefit of American society. For more information, please visit www.ushcc.com