



## **Mercy Connections – Women's Small Business Program Job Description**

**Title:** Marketing Instructor

**Mercy Connections Mission Statement:** Mercy Connections is an educational values-driven non-profit organization living the legacy of the Sisters of Mercy, with an enduring concern for women. By compassionately nurturing self sufficiency through education, mentoring and community, people are empowered to make significant life changes.

**Accountability/Supervisor:** Women's Small Business Program Director

**Supervisory Responsibilities:** None.

**Position Summary:** The Marketing Instructor provides instruction for the Marketing module of the Start Up program. Position works closely with the Women's Small Business Program Director, Personal Professional Development Instructor, and Finance Instructor to create a supportive classroom community; ensure consistent, meaningful opportunities for participants to attain education; and prepare for business and develop business skills.

**FTE:** 15 weeks/cycle, 2 cycles/year

**FLSA:** non-exempt

### **Essential Functions:**

- Classroom teaching of marketing module of Start Up
- Presence at classes with content-related Guest Speaker
- Instructional preparation and training
- Weekly feedback on student homework assignments
- Participation in a 30 minute teacher team phone meeting once per week
- Student business plan final review (Up to 8 hours)
- Student business plan mid-cycle review (Up to 8 hours)
- Participation at graduation ceremonies
- Participation in program evaluation/refining activities
- Attendance at team teacher planning meetings
- Attendance at Mercy Connections orientation meeting

- Regular meetings of the teaching team as noted in the syllabus
- Coordination among team members and Program Director
- Attendance at team teacher planning meetings, as needed
- Availability to students by phone and e-mail as needed
- Represents the program and organization in a manner that inspires public confidence, models mercy values and contributes to excellence and accountability
- Covers all aspects of the business plan related to marketing including: the product description, customer profile, competition analysis, primary and secondary market research and analysis, pricing, marketing planning and promotion and advertising

**Desired Outcomes:**

- \* Education program efforts and curricula are of high quality, well run, and led by engaged and informed teachers, facilitators and coordinators
- \* Planning, preparation, delivery and performance measurement of programs and organizational efforts is intentional, thoughtful, consistent and in adherence to the mission, vision and resources of Mercy Connections
- \* Partner agencies are well informed of Mercy Connections activities and programs and refer participants to us from their client lists.
- \* Participants make progress toward goals and experience a circle of support and respect

**Qualifications Required:**

- \* 4-year business degree and/or at least 5 years' experience as entrepreneur
- \* Experience as a small business owner
- \* Ability to teach to variety a learning styles
- \* Strong teamwork skills, ability to co-teach
- \* Fluency in all parts of the business plan and synergy of our three content areas
- \* Fluency, awareness of, and ability to apply current technological and trend developments in the marketing field
- \* Awareness of current events, resources in area of instruction
- \* Understanding of socioeconomic class, cultural norms, gender sensitivity practices.
- \* Ability to create a safe, hospitable and effective learning environment for adult learners
- \* Sensitivity and respect for mission, mercy values and culture
- \* Teaching and/or facilitation experience required