



## **COACHING & CONNECTIONS MANAGER**

Thread Capital is seeking a Coaching & Connections Manager to design, implement, and iterate highly effective strategies for the delivery of coaching and connections for small businesses who have traditionally faced barriers to accessing the resources they need to grow their businesses. The coaching and connections services will be offered alongside current loan products to complete a suite of resources (capital, coaching, and connections) that we believe small businesses require for their development and growth.

Thread Capital is a North Carolina-based nonprofit organization and certified Community Development Financial Institution (CDFI) that is a subsidiary of The NC Rural Center. We specifically focus on small businesses that are owned by people of color, women, low-income individuals, and rural-based individuals in an effort to make entrepreneurship an achievable goal for any North Carolinian who has a viable business idea. Since its launch in 2018, Thread has worked with thousands of entrepreneurs across North Carolina, providing more than 1,000 loans totaling more than \$60 million.

The Coaching & Connections Manager will report directly to Thread Capital's Director of Lending and will be directly responsible for designing, implementing, and managing the coaching and connections functions for our growing team.

### **Role & Responsibilities:**

- Build a network of effective organizations and individuals that can provide small business coaching and other valuable connections and resources to Thread Capital clients, prioritizing quality, accessibility, and equity.
- Through relationship-building and research, identify what will motivate coaches and connections on a personal and professional level, and develop the systems necessary to align client needs with the coaches and connections most likely to deliver consistent value.
- Work with the Operations team to develop the infrastructure, processes, metrics and data collection methods necessary to ensure the highest quality service and inclusive reach.
- Monitor and identify effectiveness and results of initiatives via tracking and analysis, and iterate as needed

- Sustain and renew the established network by managing relationships, recruiting, and investing in the sustainability and continuous improvement of offerings.
- Meet customer service and coaching and connections volume goals as established.
- As capacity allows, work one-on-one with small businesses that come through Thread's door and are in need of additional support.
- Partner with CDFIs and banks to regularly map the supply of small business financing options across the state in order to connect businesses to the capital they require.
- Present Thread Capital products and services to current and potential partners to grow awareness of Thread Capital and grow the coaching and connections network.
- Work with Marketing and Communications staff to design tools to share coaching and connections information through mediums that will be accessible.
- Support the development team in raising funding for Thread Capital's coaching and connections efforts.
- Collect customer and market insights as needed to support marketing initiatives.
- Perform other related duties necessary to support Thread Capital and the Rural Center's mission and vision.

### **Requirements:**

- Bachelor's degree in a relevant field.
- 5 years of network/relationship-building experience, including experience with the small business community.
- Strong network/relationship-building skill set.
- Exceptional written, oral, and interpersonal communication skills.
- Ability to manage multiple priorities, at varied levels of importance, simultaneously. Must be able to multitask and work well under pressure.
- Entrepreneurial mindset and the ability to wear "multiple hats," pivot, and constantly evaluate/reevaluate what strategic priorities to focus on.
- Ability to work as a strong team player but independently as needed—and always with a sense of purpose and humor.
- A commitment to collaborate, communicate, and engage effectively with people and communities of diverse backgrounds and histories, including communities where English is a secondary language.
- Comfort with data, analytics, and managing the operations of a network.
- High standard of excellence, accuracy and consistency, personal integrity, and accountability.
- Energetic, self-motivated, and comfortable in public speaking situations.
- Experience with the use of Customer Relationship Management (CRM) software (preferably Salesforce) and Google Workplace tools.
- Passion for entrepreneurship and the power of small business to change lives and communities.

**Compensation and Benefits:**

The salary range for this position is \$50,000 - \$80,000, commensurate with experience. Benefits include a comprehensive health benefits plan, retirement matching, tuition reimbursement, paid time off, hybrid remote work options, disability and life insurance. The position will be based in Raleigh, NC, at the Thread Capital office (when fully reopened) but occasional remote work is allowed. Thread Capital and its parent organization, the NC Rural Center, are equal opportunity employers and will not discriminate against any qualified applicant or employee on the basis of age, race, color, sex, religion, national origin, disability, GINA (genetic information non discrimination act) or any other category protected by federal and state law.

**How to apply:**

Applicants will be evaluated on their ability to follow instructions:

- Prepare a cover letter and resume and email them as a PDF document to [join@threadcap.org](mailto:join@threadcap.org). The subject line of the email should include your name and the position title.
- Applications will be reviewed on a rolling basis and the position will remain open until filled.