

Request for Proposal



Position: Small Business Consultant - Northland Small Business Development Center

Primary Location(s):

7 Counties of Northeast Minnesota (Remote/Video Conference)

Hours: Part-Time Contractor(s)

The [Northland Small Business Development Center](#) is seeking to contract with a Small Business Consultant who will assist business owners/managers and aspiring entrepreneurs to successfully start, manage, and grow their businesses. The consultant will also work directly with clients, consulting, and documenting services and outcomes.

Specific Duties

- Provide direct client consulting assistance in marketing.
- Guide entrepreneurs to identify and achieve their marketing goals for their small business.
- Evaluate and assist with preparation of clients' marketing plans.
- Provide training on the use of common social media platforms such as Instagram, Facebook, Tiktok, etc. for business marketing uses.
- Assist businesses with Google My Business profile setup and training on effective marketing using Google.
- Provide small businesses with assistance in choosing and developing a do-it-yourself website or scoping a proposal for paid web development services for bid.
- Provide training on search engine optimization and other techniques in digital marketing.
- Assist with developing press releases and marketing materials for grand openings and other business events.
- Maintain client files including required MN SBDC records.
- Maintain required client reporting in designated database system (Neoserra).
- Research and develop materials necessary for client needs.
- Represent and promote the regional SBDC and the MN SBDC network.

Preferred Qualifications

- At least three years of experience in communications or marketing with experience in digital marketing.
- Excellent written and oral communication skills.
- Experience working with diverse populations.
- Comfort working with Microsoft Office software (Word, Excel, and PowerPoint) and video conferencing (Zoom).
- A demonstrated track record of successful marketing training with small businesses or working with small business owners.
- A passion for small business and a desire to help empower entrepreneurs in achieving success.

APPLY

If interested, we ask for the following:

1. In the body of an email, please write up to two paragraphs telling us why you are interested in and about your qualifications for the position. You will not receive more or less consideration because of a longer or shorter email.
2. In the body of the email, please include your proposed rate per hour for consulting services for 2024.
3. If you have not contracted with the Northland Small Business Development Center as a business consultant in the past 3 years, attach your resume to the email or share a link to your LinkedIn profile, if you have one.
4. Please send your email to Curt Walczak: curt@northlandsbdc.org

Application Deadline: November 10, 2023

The [Northland Foundation](#) is a regional foundation serving the seven-county region of northeastern Minnesota and is host of the Northland Minnesota Small Business Development Center (SBDC). The SBDC operates under the Minnesota Small Business Development Center (MN SBDC) Network. The SBDC is a program sponsored by the U.S. Small Business Administration ([SBA](#)), Minnesota Department of Employment and Economic Development ([DEED](#)), and sponsoring host organizations and partners. The [Minnesota SBDC](#) is part of a nationwide network of SBDC offices organized as the Association of SBDCs (ASBDC) known as America's SBDC. The primary mission of the Minnesota SBDC is to support economic development in the state by providing technical assistance (professional business consultation and education) in the start-up, successful operation, and expansion of small businesses within the state's small business community. The SBDC is funded in part through a Cooperative Agreement with the U.S. Small Business Administration, Minnesota Department of Employment and Economic Development and regional support partners. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the program sponsors. Programs are open to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. **Northland Foundation is an equal opportunity employer, lender, and provider.**