

Program Manager Position Description

Position: Program and Event Manager
Location: Must be based in North Dakota and have access to Fargo Office
Hybrid/Remote Capability
Reports to: Client Success Director

At Women and Technology DBA North Dakota Women's Business Center (NDWBC), we are passionate about amplifying the economic voice of women business owners through advocacy and access to critical resources across the state of North Dakota.

Position Overview

We are seeking a highly motivated and organized Program and Event Manager to propel our mission, program, and client goals. The Program and Event Manager will play a crucial role in ensuring the successful execution and growth opportunities of the programming, events, stakeholders, and our team to achieve the program's objectives. In this role, you will work with small business owners to offer programs and events specific to business owners. NDWBC is a small, agile organization, so no two days in this role will be the same.

Essential Duties and Responsibilities

These are examples of the key responsibilities of the role, not an exhaustive list.

EVENT MANAGEMENT

- Lead the planning and execution of NDWBC's events, such as conferences, workshops, networking events, and special programs, both virtual and in-person. Travel across North Dakota is required.
- Oversee event logistics, including but not limited to venue selection, contracts, AV needs, catering, registration, speakers, and on-site coordination.
- Develop and maintain detailed project plans and timelines for events, ensuring milestones are met.
- Work closely with the Marketing Manager to create event-specific marketing materials, including social media posts, email campaigns, and website updates.
- Ensure events align with NDWBC's mission and goals, meeting client and stakeholder expectations.
- Evaluate event success and collect feedback to improve future programming, leveraging post-event surveys and analytics.
- Coordinate with sponsors and partners to ensure their engagement and satisfaction throughout the event process.

PROGRAM MANAGEMENT:

- Support the implementation of NDWBC programming, including content creation, scheduling, delivery, and participant engagement in alignment with the Client Success Director.

- Assist in the development of new programs and enhancements to existing offerings, ensuring alignment with the needs of small business owners.
- Collaborate with contractors and subject matter experts to deliver impactful program content.
- Manage data tracking and reporting in the NDWBC's CRM system (Outcome Tracker) to monitor program outcomes.
- Passionate about making event and programmatic decisions based on the data that matters most to clients and the communities we serve.

STAKEHOLDER ENGAGEMENT:

- Build and maintain relationships with sponsors, community partners, and other stakeholders to support NDWBC programs and events.
- Represent NDWBC at external events and meetings, promoting the organization's mission and services.
- Facilitate regular communication and feedback channels to ensure program and event effectiveness and build strong relationships.
- Prepare regular program and event reports for grant funders, the organization's leadership, and other stakeholders.

CLIENT ENGAGEMENT

- Seek to build inclusive partnerships, with an emphasis on minority, rural, and women business owners, in alignment with sub-awarded grants.
- Represent and advocate for NDWBC at state, federal and private conferences, and meetings through outreach and participation.
- Attend meetings hosted by partner organizations to better understand the ecosystem and avoid duplication.
- Manage client engagement to gauge individual progress and identify training needs.

TECHNICAL ASSISTANCE COORDINATION:

- Effectively deliver business coaching services to clients who are seeking to start or grow their businesses.
- Coordinate the delivery of technical assistance services, including asynchronous, budget, reporting, intensives, 1:1
- Monitor progress and ensure compliance with grant requirements and regulations.
- Utilize tools required to execute client success programming efficiently within the organization. Tools such as Microsoft Suite, Outcome Tracker (CRM), LivePlan, Vertical IQ, etc.

TEAM COLLABORATION

- Collaborate with NDWBC colleagues to understand, anticipate, and support the needs of programs and events.
- Contribute to organizational projects and initiatives outside direct responsibilities as needed.

SKILLS AND CHARACTERISTICS OF TOP CANDIDATES

- Bachelor's degree in business, event management, marketing, entrepreneurship, communication, or related field or equivalent experience.
- Equal parts doer and thinker, with a proactive and solutions-oriented mindset.
- Proven experience in event planning, including logistics, marketing, and stakeholder engagement.
- Exceptional interpersonal and communication skills, including public speaking and presentation abilities.
- Strong time management and organizational skills with the ability to manage multiple priorities.
- Knowledge of small business operations and technical assistance delivery.
- Highly collaborative work style, exceptional work ethic, and personal integrity.
- Demonstrated experience in relationship-building and community engagement
- Proficiency in Microsoft Office 360 platforms (Word, Excel, PowerPoint, Outlook, Teams, etc.) and CRM systems.
- Highly collaborative, with a commitment to continuous learning and innovation.
- Availability to travel and access to reliable transportation with proof of car insurance upon hire.

BENEFITS

NDWBC is proud to offer a comprehensive benefits package including:

- Health
- Dental Coverage
- Vision Coverage
- Supplemental benefits
- PTO package
- 401(k) plan
- Flexible schedules with the option to work remotely as needed.

If you are passionate about supporting women business owners and excel at planning impactful events, we encourage you to apply for this role. Join NDWBC in making a meaningful difference across North Dakota! To learn more about this opportunity, please send an email that includes your resume and cover letter to jobs@ctbnd.com to schedule a virtual informational meeting.