

Small Business Ecosystem Builder Pursuit

Pursuit is a community-focused lender that provides small businesses with affordable loans and resources so that they can reach higher, transform and grow. That transformation may start with an individual borrower, but ultimately extends into the broader community, taking shape as new employment opportunities, economic development and positive change. For more than 65 years, Pursuit has addressed poverty by providing small businesses and microentrepreneurs with the financing and counseling they need but often lack access to, that will enable them to grow their businesses, create employment opportunities in their communities, and build generational wealth.

We seek an outgoing person who is passionate about helping local business owners thrive.

Goals and Duties of The Position:

The VISTA serving as **Community Ecosystem Builder** will focus on building awareness of Pursuit in communities and neighborhoods in order to create an inclusive entrepreneurial ecosystem to help business owners start or grow their business.

The specific duties of the position include, but are not limited to:

- Support a variety of marketing and outreach projects.
- Build awareness of Pursuit in communities and neighborhoods
 - Conduct outreach to local community organizations, key stakeholders and local businesses with guidance from Pursuit staff
 - Participate in community meetings, coordinate follow-up, and help schedule and implement custom marketing campaigns to reach target audiences
 - Document local needs and challenges in new communities that will help craft a sustainable neighborhood approach that can be used in other similar neighborhoods

- Establish the best model for expansion into new communities, writing up the model, along with best practices and lessons learned
- Support Pursuit's coordination with public, private, and other non-profit stakeholders to create an inclusive entrepreneurial ecosystem to help business owners start or grow their business and ultimately create jobs in our local communities.
 - Participate in collaborative meetings, workshops, and events.
 - Conduct research on best practices to raise awareness and support for BIPOC entrepreneurs

Professional Development

VISTAs will develop skills in public speaking, career management, and social justice. We pride ourselves on being informed, caring, and intentional members of our communities and take the time to analyze our own roles in society.

As a part of the ACE program, VISTA members take part in our monthly team building days, attend AmeriCorps trainings, and have access to Siena's faculty to learn more about their areas of interest.

Minimum Qualifications:

- Must have an Associates level education or higher
- Have a growth mindset
- US citizen or have permanent resident status

Living Allowance:

VISTAs earn a living allowance for their service. The annual living allowance is \$22,882, which is \$877.66 on a bi-weekly basis.

Benefits:

- Phone and public transportation stipend
- Supportive cohort of peers
- Ten free meals a week at Siena College
- Siena Gym/Library/Career and Internship Center Access
- CDTA bus pass
- [Non-competitive eligibility for federal employment](#)
- \$6,345.00 Education Award upon successful completion of full service term

Note: VISTAs and VISTA Leaders do not have access to on-campus housing.

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Visit us online: <https://www.siena.edu/centers-institutes/ace> and on IG: [@sienavistas](#)
To Apply: [Click Here](#) or search "ACE" on the [MyAmeriCorps Portal](#) or email Levi Yoder, VISTA
Leader lyoder@siena.edu

At Siena, diversity is an invitation to celebrate the uniqueness of each individual, as well as the cultural differences that enrich us all. Siena strives to ensure that individuals from all backgrounds and perspectives are served equitably. The diversity that students, staff and faculty bring to the College are viewed as a resource, strength and benefit to the College as a whole.

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