



REQUEST FOR PROPOSAL

Role: Operations Manager

GENERAL SUMMARY:

The Michigan Business Innovation Association (MBIA) is a non-profit membership organization that provides education, networking, and advocacy for entrepreneurial support professionals who seek to operate successful programs that enable client companies to succeed. The mission is to support and promote activities related to business incubators, accelerators, SmartZone programs, co-working spaces, and other entrepreneurial organizations in Michigan. The MBIA fosters communication among entrepreneurial support providers, serves as a clearinghouse for the collection and dissemination of information about entrepreneurial support activities, and provides a basis for mutually supportive group efforts that promote the public image of entrepreneurial support programs and their economic impact. The Operations Manager is focused on these goals and producing these results.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND/OR EXPERIENCE:

- Bachelor's degree or equivalent experience successfully managing a service organization
- Familiarity with the services, support, and regulations pertaining to a non-profit membership organization preferred

LICENSES, REGISTRATIONS, CERTIFICATIONS:

None required. InBIA's Entrepreneurship Center Management Certificate preferred.

OTHER SKILLS AND ABILITIES:

- Strong interpersonal skills and ability to support team members and contribute in a team environment.
- Strong communication skills.
- Organizational skills, especially in connection with project planning and management.

- Strong time management skills, with the ability to set priorities.
- Financial aptitude.
- Ability to facilitate dialogue among a diverse constituency.
- Ability to think critically and solve problems.
- Possess/learn appropriate computer skills with, at a minimum, Gmail, YouTube, Twitter, LinkedIn, Facebook, PayPal, and Microsoft Word, Excel, and Power Point.
- Demonstrates the ability to recognize priorities in organization of work flow.
- Able to perform duties independently, with a minimal need for direct supervision.

WORK ENVIRONMENT:

As an independent contractor, the individual is able to perform work in whatever environment they prefer.

PHYSICAL DEMANDS:

As an independent contractor, the individual will determine the physical demands they can perform. At a minimum, however, the individual must be able to perform a combination of sitting, standing and walking; must have the ability to hear within normal range; possess the physical capability and hand dexterity to operate basic office equipment; and be able to occasionally lift an average of 30 pounds.

INTERPERSONAL REQUIREMENTS:

- Exhibits a commitment to the values expressed in MBIA's mission, vision and value proposition; and to building a supportive environment with a positive attitude at the work place and toward their job.
- Demonstrates excellent interpersonal skills and ability to interact in a positive and helpful manner with all constituents both internally and externally in a culture of collaboration, innovation, and accountability.
- Ability to work effectively on group projects with internal and external stakeholders in a collaborative manner.
- Maintains the confidentiality of all member, sponsor, stakeholder, and institutional information.
- Supports and assists enhancing the diversity, culture and inclusiveness of MBIA.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Operational support services for administration, business development, event planning, membership and marketing.
- Provide administrative support for Board meetings: creating agendas, collecting meeting minutes, arranging Zoom meetings, sending out board reminders, and attending board meetings.
- Provide administrative support for committee meetings: creating agendas, taking meeting minutes, arranging Zoom meetings, sending out meeting reminders, and attending committee meetings.
- Manage routine financial/banking: balancing the checkbook, keeping record of payment receipts, depositing membership checks, communicating with the Treasurer about PayPal activities.

- Manage the MBIA Gmail account: responding to emails when appropriate and forwarding emails to board members when appropriate.
- Coordinate event strategy, planning and support for all MBIA events, including GLIN2.
- Research and perform business outreach around the State for increasing membership; represent MBIA at various tradeshow and events
- Content management of MBIA website and social media sites
- Prepare and distribute the quarterly email newsletter
- Create and propose new promotional materials (new vertical banner, business cards, flyers, etc for tradeshow)

Interested people are asked to submit a proposal that includes a scope of work, deliverables, and an hourly price quote. Send the proposal to Michigan.incubation@gmail.com.



REQUEST FOR PROPOSAL

Role: Marketing Coordinator

GENERAL SUMMARY:

The Michigan Business Innovation Association (MBIA) is a non-profit membership organization that provides education, networking, and advocacy for entrepreneurial support professionals who seek to operate successful programs that enable client companies to succeed. The mission is to support and promote activities related to business incubators, accelerators, SmartZone programs, co-working spaces, and other entrepreneurial organizations in Michigan. The MBIA fosters communication among entrepreneurial support providers, serves as a clearinghouse for the collection and dissemination of information about entrepreneurial support activities, and provides a basis for mutually supportive group efforts that promote the public image of entrepreneurial support programs and their economic impact.

The role of Marketing Coordinator is focused on developing a consistent brand image for MBIA and creating various content for distribution via electronic formats.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND/OR EXPERIENCE:

Bachelor's degree in business or communications, or equivalent experience successfully managing marketing efforts for a service organization.

LICENSES, REGISTRATIONS, CERTIFICATIONS:

None required.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Create consistent branding for marketing materials, website, templates, and training content.
- Audit existing templates and training videos to assess what MBIA currently has to offer ESOs and identify what types of additional tools/content may need to be developed.

- Identify a qualified third party to produce short, informative videos that can be added to the MBIA website and a welcome video that includes an orientation to the MBIA website and what individual members can do there.
- Create a standard MBIA PowerPoint presentation that board members (or other current members) can use to build awareness of MBIA and market the benefits of membership to local ESO networks.

Interested people are asked to submit a proposal that includes a scope of work, deliverables, and an hourly price quote. Send the proposal to Michigan.incubation@gmail.com.