



Latin American
Association

JOB DESCRIPTION

JOB TITLE: Associate Director of Entrepreneurship	LOCATION: Atlanta
REPORTS TO: VP of Economic Empowerment	DEPARTMENT: Economic Empowerment
STATUS: Exempt	LAST DATE REVISED: 01/2026

About the Latin American Association (LAA)

The mission of the Latin American Association (LAA) is to empower our community to adapt, integrate, and thrive. Our vision is Opportunity for All.

The Latin American Association works to reduce the barriers to economic mobility and prosperity that Latino immigrants face as they adapt to life in the United States. No other organization in Georgia serving Latinos matches LAA's geographic reach, breadth of services, depth of expertise, and longevity.

Founded in 1972 to serve Atlanta's emerging Latino population, LAA has grown into the region's leading agency representing Latino issues. The organization invests in individuals' and families' ability to pursue education, employment, and other opportunities that promote long-term economic stability and improved quality of life. With over 53 years of service and a deeply rooted community-based mission, LAA is uniquely positioned to meet the evolving needs of the Latino community. Today, LAA stands as the oldest, most trusted, and only fully bilingual organization in the region focused exclusively on Latino needs and concerns.

Serving nearly 44,000 individuals annually, LAA provides a comprehensive range of evidence-based programs and services to support full community integration. Core program areas include Family Well-Being, Economic Empowerment, Immigration Legal Services, Youth Education, and Adult Language Services.

POSITION SUMMARY

The Associate Director of Entrepreneurship is responsible for developing, directing, and overseeing a comprehensive Entrepreneurship Program serving Atlanta and Northwest Georgia. This role provides strategic leadership for the organization's incubator, accelerator, and access-to-capital initiatives, with a focus on advancing the growth and sustainability of Latina-owned businesses. The Associate Director collaborates closely with internal teams, community partners, funders, and stakeholders to ensure programs are impactful, scalable, and aligned with the organization's mission.

KEY RESPONSIBILITIES:

Strategic Planning

- Develop and implement a comprehensive entrepreneurship strategy that supports the growth of Latina-owned businesses.
- Collaborate with internal teams and external partners to align entrepreneurship initiatives with organizational goals and mission.

Business Development

- Identify, cultivate, and manage relationships with investors, mentors, funders, and strategic partners.
- Provide entrepreneurs with access to funding opportunities, mentorship networks, and business development resources.

Program Management

- Oversee and continuously improve existing entrepreneurship programs, including *Avanzando Juntas*, *Herramientas Digitales*, *Acciona Business Accelerator*, and Access to Capital initiatives.
- Design and launch new programs and initiatives to address emerging needs within the Latina business community.
- Plan and facilitate workshops, seminars, and networking events that promote learning, collaboration, and business growth.

Assessment and Evaluation

- Develop and implement performance metrics to assess program effectiveness and staff performance.
- Analyze qualitative and quantitative data to evaluate outcomes and inform continuous program improvement.

Community Engagement

- Build and maintain strong relationships with community organizations, government agencies, and business associations.
- Represent the organization at community events, conferences, and meetings to promote entrepreneurship initiatives and expand visibility.

Mentoring and Advising

- Provide guidance and mentorship to aspiring and established entrepreneurs, including business planning, strategy development, and growth navigation.
- Marketing and Promotion
- Collaborate with program managers and the marketing department to support outreach, marketing, and public relations efforts that promote entrepreneurship programs.

Leadership and Management

- Provide effective supervision and leadership to direct reports, including performance management, professional development, and training.
- Analyze situations accurately, make sound decisions, and ensure staff meet program objectives and deliverables.
- Continuous Learning
- Stay informed of trends, best practices, and innovations in entrepreneurship, technology, and economic development to ensure program relevance and competitiveness.

Compliance and Reporting

- Support the Regional Director in preparing reports for funders and stakeholders on program outcomes and impact.
- Prepare regular internal and external reports documenting progress, results, and key performance indicators.

Other Duties

- Perform other duties and special projects as assigned.

Qualifications

- Fluency in English and Spanish (required)
- Bachelor's degree in Business Management or a related field, or an equivalent combination of education and experience
- Master's degree in a related field (preferred)
- Demonstrated ability to prioritize, implement, and deliver high-quality programs on time and within budget
- Strong analytical skills with the ability to interpret qualitative and quantitative data
- Comprehensive understanding of the needs of the Latino community
- Excellent written and verbal communication skills
- Proficiency in Microsoft Word, Excel, Zoom, and JotForm
- Proven ability to work independently and collaboratively in a team environment

Disclaimer

This job description is not intended to be all-inclusive. The incumbent may be required to perform other related duties as assigned by their supervisor. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

To learn more about the LAA, visit us at: www.thelaa.org

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