CLASS SPECIFICATION
Program Director, Small Business Development Center (SBDC)

FLSA Status: Exempt
EEOC Job Category: Officials and Administrators
Union Representation: Unrepresented

GENERAL PURPOSE
Under the direction of the regional director, provide leadership for the Long Beach Service Center, develop and implement activities related to the Long Beach Small Business Development Center (LB SBDC); manage day to day operations of the LB SBDC, develop community and business partnerships and collaborations; including business development opportunities; interface with Federal State, and local governmental economic development agencies to promote and facilitate regional business creation, retention, and expansion in the assigned service areas; provide leadership for resource development and innovation.

ESSENTIAL DUTIES AND RESPONSIBILITIES
The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

1. Create and implement a LB SBDC annual operating business plan. Ensure plan is aligned to Network Strategic Plan.
2. Plan, develop, prepare and manage LB SBDC budget.
3. Identify and develop local funding sources to obtain funding and expand LB SBDC services and outreach. (Target minimum of $100,000 annually)
4. Determine the needs of the local community, ensuring these needs are met and measuring the impact of these services, and all communities are served.
5. Recommend the hiring, transfer lay off, evaluation, discipline of assigned classified personnel; direct employees to adjust grievances or effectively recommend such action.
6. Develop cooperative working relationships and partnerships with the other Directors in the Los Angeles Region SBDC Network.
7. Develop and manage a performance focused business advisor team; hire, discipline and motivate as appropriate to ensure center performance goals are met. Develop and manage LB SBDC service delivery to LB SBDC service points and outreach locations.
8. Assure all programs are in compliance with applicable SBA/SBDC guidelines, federal regulations and ASBDC accreditation standards.
9. Evaluate and manage LB SBDC programs, develop innovative programs and implement annual new programs and/or changes to existing programs, as necessary to ensure performance goals are met.
10. Participate in activities of other local economic development efforts, as feasible and appropriate. Attend Network events, meetings and conferences as required by Lead Center and to develop strong, effective relationships/partnerships to benefit the program.

11. Consult with academics and professionals at institutions of higher education; area assistance providers, and local, regional and state governments to identify and provide business technical assistance.

12. Promote and market LB SBDC programs and services strategically within the region; make presentations to local and regional business and civic groups and organizations as appropriate.

13. Establish local Advisory Board to support LB SBDC in the areas of resource development and outreach.

14. Plan, develop and manage delivery of programs and services sponsored by or provided directly by the LB SBDC, including but not limited to workshops, seminars, conferences, special events, etc. targeted to small businesses to meet annual performance goals assigned.

15. Develop and manage program for delivery of LB SBDC business advising services and seminars to additional locations to meet needs of businesses in assigned service areas.

16. Build and manage a team of professional and technical consultants to deliver LB SBDC programs and services. Oversee and maintain quality of services and programs provided to LB SBDC clients to meet the needs of the business community and to meet performance goals for the center.

17. Meet with current and/or prospective local/regional small business owners to provide general business advising regarding business management practices as needed.

18. Compile, write and submit timely narrative and quantitative reports to the Lead Center for LB SBDC activities.

19. Conduct client follow-up activities and complete project evaluation reports, and collect data to provide economic impact narratives.

20. Review and manage LB SBDC client records and systems and program operations to assure audit and accreditation readiness.

21. Maintain network of resources including business assistance organizations, business professionals, and economic development agencies to leverage resources available to clients.

22. Work with local business leaders, business organizations, Chambers of Commerce, community leaders and other economic development agencies to promote business development and entrepreneurship, and to develop referral systems of small businesses to utilize SBDC services.

23. Develop and deliver presentations and/or articles for publication to increase visibility and client base.

24. Assist overall local and regional economic development efforts and integrate activities with LBCCD economic development programs and initiatives as appropriate.

25. Assign, supervise, coordinate, manage, evaluate and monitor work performed by LB SBDC staff.
26. Interpret, apply, communicate, and implement pertinent laws and/or SBDC Network Policy and Procedures, and/or external agency business and/or other regulations, policies, and procedures, as appropriate.

27. Perform other duties as assigned.

QUALIFICATIONS

Knowledge of:
1. Principles and practices of management and supervision.
2. Principles and practices of employee training and supervision.
4. Modern office management and operational practices and procedures.
6. Marketing and PR concepts, principles, and techniques.
7. Principles of planning and feasibility analysis.
8. Interviewing and coaching techniques applicable to servicing clients and selection of business advisors.
9. Oral and written communication skills, including correct English usage.
10. Labor market conditions and emerging industry trends.
11. Principles of successful management, operational and fiscal accountability including complex budget management.
12. The diverse socioeconomic, cultural, ethnic and disability backgrounds of the local regional population.
13. Budgets, grant management, program operations continuous process improvement practices, and compliance.

Ability to:
1. Supervise, evaluate and train assigned personnel.
2. Manage program to meet performance goals.
3. Communicate effectively both orally and in writing.
4. Maintain effective and cooperative working relationships with SBDC Regional Director, other SBDC and college personnel, external funding agencies, including the SBA, the COCCC, private funders and community.
5. Analyze business needs; organize workload and prioritize duties.

6. Compose reports, correspondence, and articles for publication; speak in public and make presentations to small and large groups.

7. Work independently.

8. Maintain effective working relationships with clients, staff, and members of the general public from diverse socioeconomic backgrounds.

9. Operate a personal computer including word processing, spreadsheets, relational database and financial systems.

10. Analyze, evaluate troubleshoot and resolve problems.

11. Analyze data to improve center operations and make necessary adjustments operationally to meet performance goals and prepare reports.

12. Follow oral and written directions and maintain confidentiality of client data.

13. Maintain effective public relations with serviced communities.

14. Develop, manage and monitor budgets, expenditures and program operations.

15. Interface with all levels of the public, staff, executives, etc. with tact and diplomacy.

16. Meet program objectives and operate effectively in the educational environment.

Education, Training and Experience:
A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from a four-year college or university with a major in business or a related field and five years starting and running a small business, accessing capital/financing for small businesses and interfacing with banks and small business loan programs; or an equivalent combination of training and experience. Experience in economic development, small business assistance programs and federal funding is highly desired. Knowledge of information technology concepts for small business is highly desired.

Licenses; Certificates; Special Requirements:
A valid California Class C driver’s license, a good driving record and the ability to maintain insurability under the District’s vehicle insurance policy.

PHYSICAL AND MENTAL DEMANDS
The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
Physical Demands
While performing the duties of this class, an employee is regularly required to sit; talk or hear, in person, in meetings and by phone; use hands to finger, handle, feel or operate standard office equipment; and reach with hands and arms. The employee is frequently required to walk and stand.

Specific vision abilities required by this job include close vision and the ability to adjust focus.

Mental Demands
While performing the duties of this class, the employee is regularly required to use written and oral communication skills; read and interpret complex data, information and documents; analyze and solve problems; observe and interpret people and situations; use math and mathematical reasoning; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks with constant interruptions; work under intensive deadlines and interact with District administrators, management, Personnel Commissioners, board members, faculty, staff, representatives of other agencies, and others encountered in the course of work.

WORK ENVIRONMENT
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee regularly works under typical office conditions, and the noise level is usually quiet.

Revised: March 14, 2011