CLASS SPECIFICATION
Program Director, 10,000 Small Businesses

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

GENERAL PURPOSE
Under the direction of the Vice President of Economic and Resource Development (ERD) or designee, the Program Director will provide leadership and direct and oversee the operations of the 10,000 Small Businesses program for the District, and related special projects and assignments. The Program Director will be responsible for overall 10,000 Small Businesses program, outreach/recruitment, policy and operational direction and all aspects of program delivery for LBCC, including overall management and interfacing with program partners; outreach and recruitment of program participants; the refinement and delivery of curriculum (education program) and business services; ensuring the curriculum, business services, networking, and mentoring components are comprehensive and enable small businesses to grow and lead to job creation; convey a compelling vision to staff, partners, program funders, and to current and potential program participants; work closely and effectively with LBCC leadership, and external partners, including the grant funder, academic partners, and financial institutions; collaborate and coordinate with ERD leadership team to direct and manage program outreach, recruitment, budgets, processes, data collection, staffing, facility needs, alumni program development and delivery, and integrated service delivery to enhance services to and support for program participants.

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. Develop, coordinate, implement, and direct 10KSB program in the following areas: Outreach and Recruitment; Program Promotion; Program enhancement, Business Support Services; Alumni program and services; and integration of all program components to achieve highly impactful outcomes.

2. Develop and effectively manage key relationships with key stakeholders in the academic, political and business community; coordinate with funder, 10KSB national partners, LBCC faculty, manage program team, and develop strategic partnerships for outreach and recruitment.

3. Coordinate efforts across different areas of the College, inside and outside of direct reporting lines, to deliver a high quality, unified and comprehensive program.

4. Oversee operations including staffing, budget planning, monitoring and management, service delivery, and curriculum delivery, proposal and budget development, planning, management and monitoring, with accountability and fiscal responsibility.
5. Lead the continuous development and improvement of innovative and practical solutions to address the needs of small businesses in program curriculum, services, technical assistance, alumni program, networking planning, design, program development and implementation.

6. Ensure high quality service delivery and tight integration of the academic, businesses services and mentoring components, and alumni.

7. Plan, coordinate, direct and lead outreach efforts to recruit applicants; develop targeted outreach, marketing and recruitment plans and work with internal and external partners to attract targeted businesses to the program.

8. Create and implement effective performance metrics to measure the success of the program.

9. Lead the implementation and ongoing collection of data to manage performance, measurement and evaluation, meeting program requirements.

10. Understand the needs of small businesses, and inform future program design, and utilize technology where necessary.

11. Lead development and organize events, clinics, and graduations for small business owners and oversee and manage logistics to that effect.

12. Collaborate and work directly with SBDC Regional Director to provide overall oversight, development and implementation of general program operations, processes, policies and procedures related to business support services to provide a comprehensive and robust support system to program graduates.

13. Provide strategic direction for program continuity and integration into the SBDC for sustainability beyond program funding.

14. Maintain professional working relationships with key internal and external constituencies including administrators, faculty and classified staff, national partners, program sites, legislators, business partners, community, etc.

15. Develop and maintain excellent relationships with business, industry, program alumni and the community to ensure for responsive, on-going business development opportunities for the College.

16. Direct and supervise subordinate staff in assigned programs and projects, and provide supervision to other appropriate personnel in area assignments.

17. Program proposal development and writing, and seek/secure additional funding as necessary via grants, proposals or partnerships.

OTHER DUTIES
1. Participate in College committees and project teams as assigned.

2. Performs other duties as assigned.
QUALIFICATIONS

Knowledge of:

1. Small business operations and/or an in-depth knowledge of growth strategies for small businesses.
2. Building and mentoring a high performance management team in a complex organization with demonstrable skill in developing strong teams and collaborations.
3. Developing and maintaining relationships with key stakeholders and a wide range of business, industry, and community partners.
4. Program design, implementation and operations; program and business training development.
5. Creation and delivery of training or educational services, including effective program recruitment strategies and tactics and prospect pipeline development.
6. Project management, business processes and analysis, systems configurations and data flows, and integration of technology in the business environment.
7. Public sector grant-funded program procedures, processes and requirements.
8. Labor market conditions and emerging industry trends.
9. Regional economic conditions and business and industry trends.
10. Small business principles and practices.
11. Advanced personal computer operation, including general and specialized software packages/applications for word processing, spreadsheets, database management, financial systems, process mapping, desktop publishing, and internet navigation.
12. Oral and written communication skills and ability to make professional presentations to a wide variety of audiences, including public speaking.
13. Principles and practices of management and supervision.
14. Marketing concepts, principles, and techniques
15. The diverse socioeconomic, cultural, ethnic and disability backgrounds of the local regional population.
16. Budget preparation and control.
17. Principles and practices of employee training and supervision.
18. English usage, spelling, grammar and punctuation.
19. Interpersonal skills including tact, patience and diplomacy.
Ability to:

1. Maintain effective and cooperative working relationships with Directors in the SBDC Network, other SBDC and college personnel, external funding agencies, including the SBA, the COCCC and private funders.
2. Develop and oversee quality assurance measures to ensure program efficiency and effectiveness.
3. Analyze business needs; organize workload and prioritize activities/duties.
4. Compose reports, correspondence, and articles for publication; speak in public and make presentations to small and large groups.
5. Supervise, train and evaluate staff.
6. Communicate effectively, both orally and in writing.
7. Prepare, track and control budget.
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. Deal effectively with legislators and legislation issues related to programs.
11. Operate with complex regulations, policies, requirements and bureaucracy. Interpret and apply laws, rules, policies and procedures relating to the work of the department.
12. Work effectively and cooperatively with diverse constituencies within a participatory governance environment.
13. Interpret, apply, explain and reach sound decisions in accordance with pertinent federal, state and local laws and regulations and District policies and procedures.
14. Use a high degree of tact, diplomacy and discretion in dealing with sensitive and confidential situations and information, and problem resolution on behalf of program and division.

Education, Training and Experience:
A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from an accredited four-year college or university with a major in business, government affairs, public relations, marketing, finance or a closely related field; and at least five years of progressive large/complex program management responsibility in a private industry or a large community or governmental organization or an equivalent combination of training and experience. A master’s degree is desirable.

Licenses; Certificates; Special Requirements:
A valid California driver’s license 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 job, the employee is regularly required to sit; talk or hear, both in person and by telephone; use hands to finger, handle and feel computers and standard business equipment; and reach with hands and arms. The employee is frequently required to stand and walk.

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 incumbent is regularly required to use written and oral communication skills; read and interpret complex data, information and documents; analyze and solve complex problems; observe and interpret people and situations; use math/mathematical reasoning; perform highly detailed work under deadlines on multiple concurrent tasks; and interact with District administrators, management, faculty, staff, state and federal agencies and funding sources, representatives of other public 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. While performing the duties of this job, the employee is required to attend evening meetings and travel. May be required to work evenings or weekends.

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