

**ASSISTANT DIRECTOR,  
ORANGE COUNTY SMALL BUSINESS DEVELOPMENT CENTER**

**CLASS SUMMARY**

Under general direction and in conformance to Federal and State regulations and guidelines, to assist with the direction of the Orange County Small Business Development Center (SBDC).

**REPRESENTATIVE DUTIES**

**Program Development & Implementation:** Responsible for developing and implementing small business training programs as part of the services and programs of the SBDC.

**Marketing/Outreach:** Oversee process of publishing and distributing training calendar. Responsible for developing and distributing all marketing materials and publications (including but not limited to brochures, media advertising and web site content). Implement advertising program for local publications and track progress. Assign consultants and other staff for public speaking and outreach engagements. Monitor progress of outreach marketing by consultants.

**Training Program:** Responsible for implementing small business training programs, developing new training programs and enhancing existing programs.

**Reporting:** Assist Director in development and distribution of various reports as required.

**Staff Management:** Assist Director with supervision and management of all staff assigned to the Center; provide educational opportunities on matters related to the Center's operation and delivery of services; coordinate recruitment, interviewing, and selection of personnel; work in conjunction with Director to develop and maintain the formal staff training and orientation program; provide input on all staff performance evaluations. Oversee all staff leave and vacation requests; develop annual work calendar and monitor work schedule.

**Public Relations:** Responsible for outreach to the business community. Make public presentations to various groups and organizations; attend meetings and conferences to promote the Center activities; maintain effective relationships with representatives of public and private agencies.

**General Administration:** Maintain facilities of the Center; secure facilities for training as needed; assist Director with record keeping functions and reporting.

**Special Projects:** Implement special projects as assigned by Director, such as: SBA Awards Program, and outreach marketing.

Perform other duties and responsibilities as required.

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**ORGANIZATIONAL RELATIONSHIPS**

This position reports to the Director, Small Business Development Center.

**DESIRABLE QUALIFICATIONS GUIDE**

**Training and Experience**

Any combination of experience and education equivalent to three (3) years full time professional experience in community relations, public relations, or event coordination. Experience in marketing and demonstrated leadership to oversee projects is preferable. Experience in providing assistance and consulting to individuals and/or small businesses desired. A Bachelors degree is preferred.

**Knowledge and Abilities**

Knowledge of: Research techniques, marketing techniques; financial management techniques; grants management and audit procedures; evaluation methods.

Ability to: Write clearly and concisely; organize reports; interpret and follow regulations, procedures, etc., give oral presentations to groups, deal effectively with staff and the public; coordinate events, meetings; supervise and train staff and volunteers.

Must be computer literate and have good keyboarding skills.