

DIRECTOR, SMALL BUSINESS DEVELOPMENT CENTER

CLASS SUMMARY

Under general administrative direction is responsible for the operations, program/resource development, and promotion of the Small Business Development Center. Manages the staff and programs of the SBDC in accordance with the Lead Center, State, Federal guidelines and in cooperative and collaborative community-based environment.

REPRESENTATIVE DUTIES

Directs the work and assignments of professional staff providing business counseling, technical assistance, and financial counseling to small business owners and entrepreneurs. Recruits, trains, and schedules consultants such as start-up experts, marketing/digital marketing experts, accountants/CPAs, business loan experts, and other experts required by the small businesses being served by the Center. Directs the work and assignments of administrative program support personnel. Effectively manages a complex budget that includes multi-funding agencies. Responsible for coordinating marketing efforts to promote the programs and services of the Center through outreach, media, public relations channels, and public presentations to targeted groups. Develops and maintains excellent working relationships with city economic development agencies, chambers of commerce, other business organizations, community-based organizations, community development corporations, banks and other lending and/or financial institutions. This may include developing formal agreements that delineate services and roles. Closely coordinates the SBDC services with other small business programs both within and outside of the District. These programs include but are not limited to: Small Business Deputy Sector Navigator, Center for International Trade Development, SCORE, and other programs operated by community-based organizations, other community colleges, and business organizations. Maintains close working relationships with the Lead Center, State and Federal agencies as required. Develops and maintains excellent working relationships with the staff of Santa Ana College and Santiago Canyon College. Prepares reports to funding agencies and the District administration. Assures accurate and complete records systems. Personally delivers counseling services to small businesses/ entrepreneurs resulting in business starts and/or capital infusion and conducts classes and/or workshops as appropriate. Performs other duties as required to achieve District or program objectives and activities, and to meet grant/contract conditions and obligations.

ORGANIZATIONAL RELATIONSHIPS

This position is part of the District's Educational Services unit. This position reports directly to the Vice Chancellor of Educational Services and manages the SBDC program activities and supervises the SBDC staff.

DIRECTOR, SMALL BUSINESS DEVELOPMENT CENTER (continued)

DESIRABLE QUALIFICATION GUIDE

Training and Experience

Any combination of education and/or experience equivalent to a bachelor's degree, plus three years of experience in management and administration of small business or economic development programs. Recent experience in a small business development center is preferred.

Knowledge and Abilities

Knowledge of: how to start and grow a small business, small business lending/microlending, community-based organizations, hard to serve and/or underserved communities, and business organizations.

Ability to: successfully manage a highly visible community-based program, manage demanding priorities, effectively manage and supervise program resources and personnel, successfully deliver counseling services to small businesses/entrepreneurs resulting in business starts and/or capital infusion, assure accurate and complete records, develop effective working relationships both within the District and in the community, operate effectively within a highly regulated work environment.