



EL CAMINO COLLEGE

JOB TITLE: DIRECTOR, SMALL BUSINESS SERVICES

Classification: Classified Administrator
Salary Range: 11

Retirement Type: PERS*
Revised/Board Approved: September 2, 2008

BASIC FUNCTION:

Under the general direction of the Dean of Community Advancement, apply leadership and management to the overall operation, and promotion of programs and services; and foster increased economic impact for small business in the region, in particular, the Small Business Development Center. This position is contingent upon availability of grant funding.

Authority and responsibility for developing, planning, organizing, directing and leading services for small businesses, in particular, the El Camino College Small Business Development Center (SBDC).

REPRESENTATIVE DUTIES:

Adhere to the goals and objectives of all assigned contracts and grants.

Provide and manage counseling and technical assistance to small business owners and to individuals starting businesses, including but not limited to: business planning and management counseling in such areas as business plan, license and permits, legal requirements and insurance, personnel, site selection, general business practices; technology-based financial counseling in such areas as eligibility for public and private financing, cash flow management, tax requirements, financial analysis and projections; marketing counseling in such areas as identifying market niches, market research, access to market studies, market plan, advertising and public relations, product display, and cooperative marketing; and, use of internet resources related to the above and e-commerce.

Develop and monitor budget, prepare all required reports to funding sources and college administration, and adhere to all reporting timelines.

Responsible for accurate records on counseling services provided, such as referrals, general information, short and long term counseling and center performance milestones.

Coordinate marketing plan to promote program through media, internet, and public presentations to targeted audiences.

Establish formal agreements and delineate specific services with organizations, such as SCORE, Chambers of Commerce, Work Force Investment Boards, the South Bay Economic Development Partnership and the Minority Business Development Center and other small business-related resource partners.

Recruit, train, evaluate and schedule network of consultants, such as attorneys, internet and e-commerce specialists, marketing firms, certified public accountants, tax and loan packaging assistant experts.

Recruit, train, manage and evaluate staff.

Assist in the continued development of the SBDC by cooperating with community small business organizations and agencies and by maintaining working relations with key public, state and federal agencies.

Coordinate local advisory committee to effectively promote the SBDC and other programs serving the interests of small business in the region.

Serve on appropriate business and educational committees at the local and state level.

Conduct classes and /or workshops as appropriate.

Prepare grant applications and develop contracts specific to meeting the needs of small business in the region as well as seek cash match funding with local and state agencies to satisfy the cash match requirements of the sub-contract agreements.

Performs related duties as required to carry out department, division or college objectives.

JOB QUALIFICATIONS:

Education and Experience:

Must have a Master's degree in business or other appropriate field and three (3) years progressively responsible experience in management or administration of programs in small business or economic development; OR Bachelor's degree in business or other appropriate field and five (5) years experience as described above.

OTHER QUALIFICATIONS:

Knowledge/Areas of Expertise:

Small business in the region served

Agencies serving the interests of small business within the region

Strategic development and specialized knowledge related to small business owners needs.

Requirements for successful administration of a small business

Fundraising

Economic development

Principles of administration and supervision

Record keeping techniques

Oral and written communication skills

Budget preparation and control

Interpersonal skills using tact, patience and courtesy

Operation of a computer and assigned software

Marketing

Abilities/Skills:

Develop and perform counseling and consulting for clients

Market programs

Participate in chamber and other community based small business activities.

Seek professionals willing to accept referrals on a pro bono and reduced fees basis

Hire, train, manage and evaluate staff and consultants/trainers

Understand and adhere to funding agency regulations

Develop, write and manage grant proposals and contracts to serve the interests of small businesses within the region

Plan and organize work.

Communicate effectively orally and in writing
Analyze situations accurately and adopt an effective course of action
Meet schedules and time lines
Seek and identify potential funding sources

Licenses or Other Requirements:

Valid California driver's license

WORKING CONDITIONS:

May be required to drive to off site locations periodically.
Move from one work area to another.
Hand, wrist and finger dexterity to operate various machines.

* Previous employment performed in a different public retirement system may allow eligibility to continue in the same retirement system.