

## **SOUTHWESTERN COMMUNITY COLLEGE DISTRICT**

### **CLASS TITLE: PROJECT BUSINESS ADVISOR**

Positions assigned to this class are project funded; continued employment is contingent upon funding.

### **SUMMARY DESCRIPTION**

Under the (general) direction of the responsible administrator, develop and promote business activities in accordance with program goals and objectives and local economic development efforts; consult with potential and existing small business owners and provide assistance to business operations; perform a variety of responsible professional tasks in support of assigned area of responsibility.

### **REPRESENTATIVE DUTIES**

*The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.*

1. Consult with potential and existing business owners; assess and analyze business needs; assist in researching, planning and problem solving for starting or maintaining a business; assist in developing marketing plans. ***E***
2. Recommend and assist in the implementation of goals and objectives; establish schedules and methods for providing business expansion services; implement policies and procedures. ***E***
3. Establish and coordinate formal agreements delineating specific services and roles between the Center, public and private entities and private individuals. ***E***
4. Maintain positive and productive relationships with organizations, businesses, individual partners, and others contacted in performing assigned functions. ***E***
5. Coordinate college credit courses in business management with local community colleges, universities and service providers. ***E***
6. Assist in coordinating, implementing and facilitating various community service courses, workshops, seminars and counseling events related to business topics including financing, legal requirements, marketing and other related issues; provide information and mentor individuals as appropriate. ***E***
7. Develop strategies to attract youth and young adults that includes using traditional and web based communications tools such as social media and email; conduct and coordinate outreach activities that includes developing partnerships with educational institutions and other youth-focused organizations. ***E***
8. Develop survey instruments to evaluate program effectiveness, conduct surveys of program participants to determine participant needs; interpret and record survey results; implement program changes in response to results. ***E***
9. Maintain activities and performance to comply with funding contracts and program objectives. ***E***
10. Accomplish counseling milestone objectives and maintain client progress portfolio according to established policy and procedures. ***E***
11. In collaboration with management, evaluate and provide recommendations to strengthen client management system to effectively meet program goals. ***E***
12. Oversee the work of student research assistants; assist in coordinating the effective use of outside consultants. ***E***

13. Perform related duties and responsibilities as required.

### **KNOWLEDGE AND ABILITIES**

#### **Knowledge of:**

Basic operations, services and activities of a business assistance program including financing alternatives.  
Methods and procedures used in starting or expanding a business.  
Principles and practices of program development and implementation.  
Principles and techniques of marketing including internet marketing and social networking.  
Methodologies of problem identification and problem solving.  
Principles and practices of adult learning and instruction.  
Methods and techniques of public speaking and presentation styles.  
Basic principles of effective supervision.  
Principles and procedures of record keeping and basic report preparation.  
Modern office procedures, methods and equipment including computers and related software.  
English usage spelling, grammar and punctuation.  
Pertinent Federal, State and local laws, codes and regulations governing small businesses.

#### **Ability to:**

Coordinate and direct business assistance programs.  
Recommend and implement goals and objectives for providing business assistance services.  
Analyze situations accurately and develop an effective course of action in an individual counseling or group education setting.  
Provide guidance, technical assistance and direction to businesses.  
Effectively teach business management principles and strategies to adults and youth in a group setting.  
Create, analyze and modify business plans to meet client needs.  
Research, compile, analyze and interpret data.  
Compile information and write reports, business correspondence, and procedural manuals.  
Ensure business compliance with laws, codes and regulations as they apply to business development and expansion.  
Provide applicable and helpful information regarding business operations.  
Work independently with limited supervision.  
Use sound judgment in recognizing scope of authority.  
Prioritize work to meet schedules and timelines.  
Operate office equipment including computers and supporting software applications.  
Adapt to changing technologies and learn functionality of new equipment and systems.  
Work with and exhibit sensitivity to and understanding of the diverse racial, ethnic, disabled, sexual orientation, and cultural populations of community college students.  
Communicate clearly and concisely, both orally and in writing, with individuals from diverse cultural, educational and socio-economic backgrounds.  
Establish and maintain effective working relationships with those contacted in the course of work.

### **EDUCATION AND EXPERIENCE**

Any combination equivalent to: a Bachelor's degree from an accredited college or university with major course work in business administration, public administration or a related field; and three years of increasingly responsible business management experience that includes supervisory or counseling experience.

**LICENSE OR CERTIFICATE**

Valid California driver's license and a safe driving record.

**PHYSICAL DEMANDS AND WORKING ENVIRONMENT**

*The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.*

**Environment:** Work is performed primarily in a standard office setting with frequent interruptions and distractions; extended periods of time viewing computer monitor; extensive public contact; possible exposure to dissatisfied individuals.

**Physical:** Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

**Vision:** See in the normal visual range with or without correction.

**Hearing:** Hear in the normal audio range with or without correction.