

SOUTHWESTERN COMMUNITY COLLEGE DISTRICT

CLASS TITLE: DIRECTOR, SMALL BUSINESS DEVELOPMENT CENTER

DEFINITION

Under administrative direction, plans, organizes, oversees, coordinates, reviews, and personally performs difficult and complex professional work related to the activities of the Small Business Development Center (SBDC), including grant management, strategic planning, and developing programs to meet specific technical assistance and training needs of the small business community; provides highly responsible and complex professional assistance in areas assigned; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the Regional Director, Small Business Development Center Network. Exercises direct and general supervision over professional, technical, and administrative support staff.

CLASS CHARACTERISTICS

This is a director classification that plans, oversees, and participates in the functions, operations, programs, and activities of the Small Business Development Center (SBDC), including short- and long-term planning and development assists the Regional Director, Small Business Development Center Network, in a variety of administrative, coordinative, analytical, and liaison capacities. Successful performance of the work requires an extensive professional background as well as skill in coordinating program work with that of other District divisions and outside agencies. Responsibilities include performing diverse, specialized, and complex work involving significant accountability and decision-making responsibility. This classification is distinguished from the Regional Director, Small Business Development Network in that the latter has significant authority over and oversight of a broader geographic range with oversight of multiple units of operation and an increased involvement in generating funding.

EXAMPLES OF TYPICAL FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

1. Plans, organizes, directs, and provides leadership for operations and activities of the Small Business Development Center; develops, implements and maintains effective programs for proper execution of the SBDC mission.
2. Manages, develops, and implements goals, objectives, policies, procedures, and priorities for SBDC programs and functions; prepares and maintains appropriate documentation.
3. Monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; recommends within departmental policy and appropriate service and staffing levels.
4. Plans, directs, and coordinates the work of assigned staff; reviews and evaluates work products, methods, and procedures; organizes and meets with staff to plan, develop, and implement effective programs and support services in assigned areas of responsibilities.
5. Participates in the selection of new personnel for assigned areas of responsibility; trains, motivates, and evaluates assigned personnel; provides or coordinates staff training; works with employees to correct deficiencies; implements discipline and termination procedures.

6. Establishes formal cooperative agreements and small business programs with public and private sector individuals and/or entities to provide direct technical assistance and training opportunities for small businesses.
7. Assumes responsibility for preparation and submission of periodic reports, grant proposals, and other program applications related to small business development and international trade.
8. Develops and implements a strategic plan consistent with the goal and strategies of the regional SBDC program.
9. Manages multiple funding streams and expenditures; monitors grant compliance.
10. Represents the SBDC on various community committees as well as at various meetings and conferences related to small business programs and services.
11. Develops fee-based, noncredit, and/or credit seminars and classes to meet the specific needs of the small business sector.
12. Provides and facilitates in-depth individual consulting, including business analysis and appropriate referrals to small business owners and managers.
13. Develops, coordinates, and implements a marketing plan to promote the SBDC and its services to small businesses; develops relationships with community stakeholders, including but not limited to various local businesses, trade groups, legislators, and economic development organizations.
14. Implements project objectives and activities to meet contract conditions.
15. Establishes systems to collect and monitor small business activities and client services.
16. Oversees the timely and accurate input of SBDC counseling data; oversees the maintenance of client control data; collects and compiles relevant data concerning program outcomes.
17. Performs related duties as assigned.

QUALIFICATIONS

Knowledge of:

Operations, services, and activities of the Small Business Development Center.

- Administrative principles and practices, including goal setting, budget development, program development, implementation, and evaluation.
- Organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs.
- Marketing techniques and principles.
- Principles and practices of fiscal management and strategic planning.
- Pertinent federal and state laws, codes, and regulations, including those related to small business in California regulations.
- Principles and practices of employee supervision, including work planning, assignment, review, and evaluation, and the training of staff in work methods and procedures.
- Technical, legal, financial, and public relations issues associated with the management of District functions and programs.
- Modern office practices, procedures, technology, and computer equipment and applications, including word processing, database, and spreadsheet applications.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Contemporary issues of inclusion, social justice, diversity, access, and equity as related to higher education.
- Methods and techniques for the development of presentations, business correspondence, research, and reporting, and information distribution.

- Techniques for effectively representing the District in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service by effectively interacting with students, staff, faculty, representatives of outside organizations, and members of the public, including individuals of diverse academic, socioeconomic, ethnic, religious, and cultural backgrounds, physical ability, and sexual orientation.

Ability to:

- Provide administrative, management, and professional leadership for the Small Business Development Center.
- Demonstrate sensitivity to and understanding of the diverse academic, socioeconomic, cultural, physical ability, and ethnic backgrounds of community college students.
- Effectively lead employees and teams with a collaborative style in a collegial and participatory governance environment.
- Develop, implement, and evaluate programs and services.
- Utilize data and assessment outcomes to make improvements for programs and services.
- Counsel, direct, and facilitate professional development of employees.
- Develop and monitor budgets and effectively utilize resources.
- Use independent judgment in the interpretation and application of rules, regulations, policies, and procedures.
- Provide leadership and work collaboratively and productively with all stakeholders, including faculty, students, administrators, support staff, unions, and the community.
- Interpret, apply, explain, and ensure compliance with applicable federal, state, local, and District laws, regulations, ordinances, policies, and procedures.
- Conduct effective negotiations and effectively represent the District in meetings with governmental agencies and various educational, businesses, professional, regulatory, and legislative organizations.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Maintain accurate databases, records, and files.
- Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks.
- Effectively manage priorities in complex and diverse operational units.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Use tact, initiative, prudence, ethics, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

EDUCATION AND EXPERIENCE:

Any combination of training and experience which would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to graduation from an accredited four-year college or university with major coursework in business administration or a related field **AND** four (4) years of increasingly responsible experience managing programs in small business, international trade, or economic development.

LICENSES AND CERTIFICATIONS:

Possession of or ability to obtain and maintain a valid California Driver's License.

DISTRICT VALUES

Incumbents in District positions are expected to exhibit an equity-minded focus, responsiveness, and sensitivity to and understanding of the diverse academic, socioeconomic, cultural, gender identity, sexual orientation, and ethnic backgrounds of community college students, and employees, including those with physical or learning disabilities, and successfully foster and support an inclusive educational and employment environment.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to visit various District and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff, students, and/or the public in interpreting and enforcing departmental policies and procedures.

Created: December, 2004
Johnson & Associates

Revised: January, 2013
Human Resources

Revised: September, 2018
Koff & Associates