

SOUTHWESTERN COMMUNITY COLLEGE DISTRICT

CLASS TITLE: DIRECTOR OF SAN DIEGO SMALL BUSINESS DEVELOPMENT CENTER

BASIC FUNCTION:

Under the general direction of the Small Business Development Lead Center Director plan, organize, manage, and coordinate the operations and activities of the Southwestern College Small Business Development Center (SBD); assume responsibility for planning, developing, marketing, and overall administration of the Southwestern College SBD in accordance with the goals and objectives of the California Chancellor's Office, California Community Colleges (COCCC), the U.S. Small Business Administration (SBA) Small Business Development Center Program, and Southwestern College SBDITC; develop programs to meet the specific technical assistance and training needs of the small business community; provide liaison with both public and private sector small business assistance organizations; and provide the overall coordination of direct small business services within the San Diego service area.

REPRESENTATIVE DUTIES:

Plan, organize, direct, and coordinate the programs and services of the Southwestern College Small Business Development Center (SBD). *E*

Plan, direct, and coordinate the work of assigned staff; supervise business consulting, administrative and clerical staff assigned to the SBD. *E*

Establish 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. *E*

Assume responsibility for preparation and submission of periodic reports, grant proposals, and other program applications related to small business development and international trade. *E*

Represent the SBD on various community, statewide, and national/international committees as well as at various meetings and conferences related to small business programs and services. *E*

Develop and maintain an Advisory Board. *E*

Develop fee-based, noncredit, and/or credit seminars and classes to meet the specific needs of the small business sector. *E*

Provide in-depth one-on-one consulting to small business owners and managers. *E*

Develop, coordinate, and implement an overall marketing plan to promote the SBDITC and its services to small businesses. *E*

Implement project objectives and activities to meet contract conditions. *E*

Establish systems to collect and monitor small business activities, client services, and budget expenditures. *E*

Oversee the implementation of an MIS system to collect relevant documentation for program outcomes. *E*

Support and assist the San Diego/Imperial County SBDC Lead Center. *E*

Operate a computer and other office equipment as assigned. *E*

Director of Small Business Development Center - Continued

Perform related duties and responsibilities as required.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Operations, services and activities of a Small Business Development Center program.

General business practices, financing, and financial analysis.

Marketing principles and practices.

Pertinent federal, state, and local laws, codes, and regulations including pertinent provisions of the laws affecting small businesses in California and international trade regulations.

Methods and techniques of research, analysis, and decision making.

Contract negotiation and management principles and practices.

Principles and practices of budget preparation and administration.

Principles and practices of program development and administration including community partnership development principles and practices.

Principles supervision, training, and performance evaluation.

English usage, spelling, grammar, and punctuation.

Advanced oral and written communication skills.

Public speaking techniques.

Interpersonal skills using tact, patience, and courtesy.

Modern office procedures, methods, and equipment including computers and applicable software.

ABILITY TO:

Manage, direct, and provide effective leadership to the Southwestern College Small Business Development Center.

Analyze and assess programs, policies, and operational needs and make appropriate adjustments.

Interpret and apply applicable federal, state, and District policies, laws, and regulations including as they apply to small business development.

Plan, organize, direct, and coordinate the work of lower level staff.

Select, supervise, train, and evaluate staff.

Coordinate activities for small business development.

Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.

Communicate with small business owners and small business service providers in both public and private sectors as well as with civic leaders.

Prepare and present comprehensive, effective oral and written reports, proposals, and agendas.

Plan, coordinate, and conduct a variety of meetings, seminars, workshops, and conferences.

Analyze situations accurately and adopt an effective course of action.

Plan and organize work to meet schedules and time lines.

Work successfully with District faculty, administrators, and staff as well as community representatives.

Facilitate inter-organizational cooperation.

Prepare and administer an operational budget.

Operate a variety of office equipment including a computer and applicable software applications.

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.

Establish and maintain effective working relationships with those contacted in the course of work.

Director of Small Business Development Center - Continued

EDUCATION AND EXPERIENCE:

Any combination equivalent to: a Bachelor's degree with a major in business administration or closely related field and four years of experience in the management of programs in small business, international trade, or economic development. A Master's degree is desirable.

LICENSES AND OTHER REQUIREMENTS:

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

WORKING CONDITIONS:

ENVIRONMENT:

Office environment.

Travel to various locations.

Frequent interruptions.

PHYSICAL ABILITIES:

Dexterity of hands and fingers to operate office equipment including a computer keyboard and peripheral equipment.

Hearing and speaking to exchange information on the telephone or in person.

Sitting or standing for extended periods of time.

Seeing to read and verify data and prepare various materials.

Bending at the waist.

HAZARDS:

Extended periods of time viewing computer monitor.

Created: December, 2004

Johnson & Associates

Revised: January 2013

Human Resources