JOB DESCRIPTION

The Director of the Central Coast Small Business Development Center is responsible for providing direction, leadership and technical support to clients of the Small Business Development Center (SBDC).

SCOPE

Under the general direction of the Dean of Occupational and Community Development, the Director of the Small Business Development Center provides direction, development, and promotion for the Central Coast Small Business Development Center, a project operated with special funding under contract with the California Department of Commerce in cooperation with the U.S. Small Business Administration. Efforts on behalf of the Center are performed in accordance with goals and objectives of the California Small Business Development Center Plan.

This position provides one-on-one business advisement and technical assistance to small business owners and employees or prospective business owners. The SBDC Director initiates co-sponsorship of programs and services with various community organizations and with other college programs.

TYPICAL DUTIES AND RESPONSIBILITIES

1. Directs, manages, and supervises the operations of the SBDC program and supervises, trains, and evaluates SBDC staff.
2. Negotiates cooperative agreements and participation agreements between the SBDC program and public entities and private individuals.
3. Provides in-depth business advisement and technical assistance to Center clients in the areas of business planning, management, financial analyses and related areas of business operation.
4. Analyzes and evaluates service needs for clients and make appropriate assignments to consultants and other resources.
5. Interviews, assigns, and evaluates consultants for service to clients.
6. Represents the college in an official capacity with regard to program activities, and coordinates communications with the business community of the Monterey Bay area and negotiations with State Department of Commerce and other public agencies.
7. Develops, implements, and evaluates a marketing plan for the SBDC program including strategies for program promotion.
8. Ensures compliance with program activity timelines, evaluation criteria and reporting requirements.
9. Establishes systems, collects data, and develops and directs recordkeeping methods necessary for budget auditing and project evaluation.
10. Manages budget expenditures, recommends expenditures, and maintains cumulative cash flow records for Center operation.
TYPICAL DUTIES AND RESPONSIBILITIES (Cont'd.)

11. Interprets and maintains compliance with pertinent Federal, state and local laws, and contractual regulations.
12. Develops SBDC Advisory Board, initiating nominations for membership and establishing meeting schedules.
13. Coordinates SBDC program activities and training with the college instructional program, including Cabrillo's Business and Computer Science Division and the Community Education Department.
14. Prepares reports, writes proposals for funding program plans and other official documents for the operation and continuation of the program.
15. Establishes and maintains cooperative working relationships with diverse business communities, including minority and women-owned business organizations and businesses.
16. Performs other duties as required or assigned.

QUALIFICATIONS

Education and Experience:

Extensive background in successful business operations combined with college education in business or related field equivalent to a bachelor's degree; demonstrated successful business and/or program operation experience; demonstrated successful experience in providing business advisement or teaching business courses.

Knowledge and Abilities:

Knowledge of practical and theoretical business operation, with emphasis on small business; principles and practices related to the development of small businesses, including business and marketing plan development; market research and analysis techniques; basic marketing and business advertising techniques; and budgetary principles and practices. Ability to communicate effectively verbally and in writing; provide accurate business advisement with measurable results benefiting the Center clientele; train, supervise and evaluate staff; exhibit leadership in management and planning; effectively plan, organize and evaluate programs; write a business plan for small business; develop and effectively manage a budget; evaluate computer systems needed to operate the program; establish and maintain cooperative working relationships with business and industry representatives in diverse fields and from a variety of ethnic and economic backgrounds; perform effectively under the pressure of deadlines and other administrative demands.

Desirable: Master's degree in business administration, business management or a related field; and experience in writing grants and the management and reporting for grant-funded programs.
AUTHORITY AND RESPONSIBILITY

The Director of the SBDC supervises employees of the SBDC.

Adopted: September 9, 1991
Revised: August 5, 1996