

SMALL BUSINESS SPECIALIST

CLASS SUMMARY

Under supervision of the Director of the Small Business Development Center, provides counseling and conducts workshops in accordance with the goals and objectives of the California Small Business Development Center plan.

REPRESENTATIVE DUTIES

Provides assistance and counseling to small business owners, exporters and/or individuals starting businesses. This counseling and assistance may include, but not be limited to business planning and management counseling or international business planning and management counseling in such areas as business plans, licenses and permits, legal requirements and insurance, personnel site selection, general business practices; financial counseling in such areas as eligibility for public and private financing, cash flow management, tax requirements, financial analyses and projections; marketing counseling in such areas as identifying market niches, market research, access to market studies, marketing plans, advertising and public relations, product displays, and cooperative marketing. Maintains accurate records on counseling services provided, information-giving actions, short-term and long-term counseling. Provides case management which would include problem identification, research, and resolution stages. Maintains close liaison with local, state, and federal lending sources for small businesses. Assists in the continued development of the SBDC by cooperating with community small business organizations and agencies, Orange County Chamber of Commerce, and maintaining working relations with key public, state, and federal agencies. Serves on appropriate business and educational committees at the local and state level. Conducts classes and/or workshops as appropriate. Coordinates all activities with the college SBDC Director or appropriate administrator. Prepares reports to funding sources and college administration, and participates in the preparation of grant applications. Assists in establishing continuing funding sources; performs other duties as required to carry-out project objectives and activities, and to meet grant conditions.

ORGANIZATIONAL RELATIONSHIPS

This position reports to the Director of the Small Business Development Center.

DESIRABLE QUALIFICATIONS GUIDE

Training and Experience

Bachelor's degree or higher from an accredited institution in a business area, and a minimum of three years business consulting and/or international business consulting experience. Recent experience in a small business development center preferred.

Knowledge and Abilities

Knowledge of: small business activities in the community and the ability to participate in those activities.

Ability to: perform counseling for clients of the center and participate in workshops sponsored by the center.