Position Summary:
The Outreach Specialist provides coordination and professional expertise for the business community with the consulting services and training programs of the Small Business Development Center. This includes building and maintaining the continuity of professional consulting services and impact measurement, as well as managing program development for non-credit business training programs delivered in several locations. This position works under general supervision and reports to the Director of the Small Business Development Center.

Duties and Responsibilities:
A. Build Consulting Capacity and Coordinate Impact Documentation
   • Coordinate one-to-one consulting services working with Center director.
   • Facilitate the Center’s process to acquire and serve clients, achieving targets required for SBA funding.
   • Maintain records for all consulting clients in the transition from paper to electronic storage.
   • Respond to phone, e-mail or in-person questions from clients about starting or growing their business, referring consulting clients to either one-to-one appointments or to training programs.
   • Support advocacy activities for consulting services as determined by Center director.
   • Work with regional partners and others to stimulate consulting appointments.

B. Develop, Coordinate and Implement Training Programs
   • Work with Center director and instructors on planning, development and materials for training programs to ensure clients’ needs are met.
   • Coordinate multiple program implementation timelines with instructors and student support staff.
   • Prepare program budgets and individual program financial reports as requested.
   • Maintain updated program schedule and information for various sites, catering and other services, including making arrangements for distance communications technology.
   • Support advocacy activities for training programs as determined by Center director.
   • Maintain training program records including paper and electronic storage.

C. Implement Marketing Promotions for Consulting and Training Programs
   • Execute Center marketing plan and efforts to garner targeted client services and training program customers. Outreach tools will focus on:
     o Existing business owners with high impact potential;
     o Small business partners and business communities in the region;
     o Economic development partners and organizations in the region.
   • Review research and conduct evaluations and surveys to improve and develop future SBDC consulting services and programs.
   • Promote SBDC programs and consulting in eight counties.

D. Miscellaneous
   Other duties as assigned.
Knowledge, Skills and Abilities:

- Knowledge of and skilled in utilizing Microsoft office software; Common Spot; database management programs; CERTAIN software; Adobe CS2; InDesign; Constant Contact; Facebook; other software and online marketing tools.
- Skilled in organizing resources and establishing priorities.
- Ability to think critically with problem solving capacity.
- Ability to demonstrate self-direction and the capacity for independent work, multi-tasking and organizational skills.
- Ability to create reports that synthesize information about consulting and current program offerings, developing summaries and recommendations.
- Ability to establish and maintain effective working relationships and exercise a high degree of diplomacy, discretion and collaboration in dealing with students, faculty, administrators and staff.
- Ability to communicate effectively, both orally and in writing, including public speaking.
- Demonstrated commitment to working with people of diverse backgrounds, including an understanding and respect for cultural, ethnic, gender-related and individual differences, both within and outside of an academic setting.
- Ability to work under pressure, meeting deadlines, and prioritizing multiple tasks effectively.
- Ability to work early morning, evening or week-end activities as needed, and including some travel.

Required Qualifications:

- Bachelor’s degree from an accredited institution in business, management, marketing, or related field
- Two years’ experience in clerical, program development, marketing, training or related experience working in a business setting.
- Valid driver’s license

Desirable Qualifications:

- Experience working with business owners or managers
- Experience working in a community or higher education setting