UNIVERSITY OF WISCONSIN-SUPERIOR
ASSOCIATE OR NO PREFIX OUTREACH SPECIALIST

POSITION DESCRIPTION

Working Title: Business Consultant, Small Business Development Center
Hayes Hill Title/Level: Outreach Specialist, Associate to No Prefix, 60% FTE
Position Reports To: Director, Small Business Development Center
Appointment: Annual (12 month) Renewable Appointment

Position Summary:
The Small Business Development Center (SBDC) at the University of Wisconsin-Superior is part of a statewide network supporting entrepreneurs and business owners through no-cost, confidential consulting and business education. SBDC consultants facilitate improvement and growth for small and emerging mid-size companies and help launch successful new enterprises. The Business Consultant provides consulting services to business owners, managers, professionals and prospective entrepreneurs in the Northwest Region of the Wisconsin SBDC network.

Duties and Responsibilities:

A. Small Business Consulting (80%)
   • Work with new and existing SBDC clients in the areas of venture feasibility analysis, business plan writing, business start-up issues, financial projections, marketing and sales, operation management, human resources and other of business management areas.
   *Independent travel to meet with clients required.
   • Conduct follow-up after each consulting session or educational offering assisting and directing the clients of the SBDC in solving the problems and expanding opportunities associated with their business.
   • Use SBDC provided business analysis and strategy tools when appropriate.
   • Utilize SBDC best practices when working with clients to ensure quality service, and time utilization based on metric optimization.
   • Work toward meeting established metrics set by the WI SBDC State Director and UW-Superior SBDC Director in conjunction with the Northwest region campuses including UW-River Falls and UW-Eau Claire.

B. Administrative (10%)
   • Meet the reporting requirements of the Wisconsin Small Business Development Center and the Small Business Administration as required for this position.
   • Enter client notes, as required by the WI SBDC State Office, in the Customer Relations Management (CRM) program in a timely manner
   • Upload client-related documents into the CRM program as necessary
   • Attend webinars and meetings as required

C. Programming and regional economic development support (10%)
   • Facilitate the 8-week non-credit Entrepreneurial Training Program
   • Serve as a guest speaker at the request of partner organizations that provide training, seminars and workshops
   • Attend regional events, as requested, to promote and discuss SBDC services

D. Other duties
   • Other duties as assigned
   • Complete required trainings and professional development as assigned

May 2019
Knowledge, Skills, and Abilities:
- Knowledge of small business and financial management best practices
- Budget management skills, including the generation of revenue
- Effective written, interpersonal and verbal communication skills
- Ability to plan, organize, budget, and be accountable for a complex offering of services to small business communities in the Northwest Region of the SBDC
- Aptitude to work cooperatively with other providers of assistance to small business

Required Qualifications:
- Bachelor’s degree from an accredited institution in business, management, marketing, or related field
- Four 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 community or higher education setting.