UW-Superior
Academic Staff Position Description
Outreach Program Manager II, Small Business Development Center
Director, Small Business Development Center (Working Title)

Hays Hill Title: Outreach Program Manager II, Small Business Development Center
Working Title: Small Business Development Center Director at UW-Superior

Background/Position Summary
The University of Wisconsin-Superior Small Business Development Center (SBDC) provides a wide range of business educational services for Northwest Wisconsin, with a focus on Ashland, Bayfield, Burnett, Douglas, Iron, Price, Sawyer, and Washburn counties, while accessing the resources of the statewide UW System. The primary purpose of the SBDC is to provide counseling services and educational programming to small business owners, managers, and prospective entrepreneurs.

The SBDC Director is responsible for the overall planning, administration, coordination, and evaluation of the services to business and industry in the eight-county service area.

The SBDC Director is a visionary leader in the context of the regional economy. The position provides a key role in bringing about an integrated and cohesive array of educational programs and services for small- to mid-sized business owners.

The SBDC fulfills its mission through collaborative working relationships with business and economic development organization throughout the eight county area. Also by leveraging the resources of UW-Superior students, faculty, and staff.

The SBDC counseling services and educational programs are consistent with stakeholder requirements. The UW-Superior SBDC is one of 12 SBDC’s throughout Wisconsin funded in part by the US Small Business Administration. The SBDC is a unit of UW-Superior’s Outreach and Alternative Delivery and a partner in education with the University of Wisconsin-Extension. The UW-Extension Division of Entrepreneurship and Economic Development (DEED) office oversees the state network.

The SBDC Director reports to the Provost of UW-Superior or to the Executive Director of Outreach and Alternative Delivery. The SBDC Director also has a reporting relationship with the State Director of the Wisconsin SBDC (WSBDC) network in Madison.

Responsibilities
20% Administration: The SBDC Director is responsible for the overall planning, administration, coordination, and evaluation of the services to business and industry in an eight-county service area in accordance with ASBDC accreditation and the Wisconsin SBDC network strategic plan.

- Develop strategic plans with the staff and ensure alignment with campus, WSBDC, and SBA goals.
- Recruit and supervise staff, and ensure a productive and supportive work environment.
- Plan and execute balanced budgets consistent with campus requirements and WSBDC grant requirements, including quarterly financial reports.
- Develop and implement SBDC marketing strategies, including stakeholder communications, reports, slide presentations, newsletters, website, and brochures.
- Supervise contract training and research projects related to SBDC clients and mission.
50% Direct Services: Provide counseling services to small business owners, managers, and prospective entrepreneurs.

- Provide SBDC counseling functions, including financial and business plan development, ensuring high quality services and measurable outcomes; provide direct counseling services to clients as needed.
- Invest in professional development to ensure technical assistance and quality of education is accurate and resources are current.
- Ensure compliance with WSBDC grant requirements for accurate records management.

20% Economic Development: Provide leadership in regional initiatives, maintaining collaborative working relationships with business and economic development organizations throughout the eight-county region on behalf of the SBDC and the University.

- Build and foster relationships with economic development professionals, county community development Extension educators, and other key stakeholders in the region so that these professionals make referrals to the SBDC and the SBDC can collaborate and work with these professionals to serve clients.
- Represent the university and the SBDC at economic development events.
- Work with the other organizations to leverage resources and create an integrated array of services for business owners and professionals.
- Host special events that reflect the university, SBDC, and community collaborations.
- Develop working relationships with UW-Superior faculty members to facilitate faculty involvement in the SBDC and university outreach activities.
- Host guests on campus including regional business leaders, UW System administrators, UW-Extension administrators, auditors, and other stakeholders.

10% Entrepreneurship Instruction: Provide entrepreneurship capacity building support within the region.

- Contribute to Superior’s Twin Ports Inventors and Entrepreneurs’ Club and the Superior PeerSpectives CEO Roundtable.
- Partner and champion the Lake Superior Angel Network and the Lake Superior Chapter of the Wisconsin Innovation Network.
- Provide a pathway for business clients to the expertise and research capabilities of the university faculty and staff.
- Provide connections between SBDC clients and students that may be seeking independent study or internships.

Perform other duties as assigned.

Knowledge, Skills, and Abilities

- Strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in a diverse community
- Ability to develop and maintain recordkeeping systems and procedures
- Skill in the use of computers, preferably in a PC, Windows-based operating environment
- Ability to gather and analyze data, to compile information, and prepare reports
- Ability to develop, plan, and implement short- and long-range goals
- Skill in organizing resources and establishing priorities
- Skill in budget preparation and fiscal management
- Ability to communicate effectively, both orally and in writing
- Program planning and implementation skills
• Skill in organizing resources and establishing priorities
• Knowledge of management principles and practices
• Demonstrated ability in financial statement preparation and analysis

Required Qualifications:
• Bachelor’s degree in business or related field from an accredited institution
• Minimum of five years of business related management and leadership experience

Preferred Qualifications:
• Master’s degree in business or related field from an accredited institution
• Teaching experience (workshops or classes)
• Experience in successful program planning and adult education
• Experience in business counseling
• Small business experience/ownership
• Supervisory experience