SAN PABLO EDC
putting people to work

BUSINESS & HOUSING PROGRAMS MANAGER

Annual pay range: $80,000 - $98,000 (full-time, exempt)

Overview

San Pablo EDC is a dynamic nonprofit whose mission is to act as a catalyst for equitable economic opportunity. It facilitates a wealth of education and training for workforce, businesses and first-time homebuyers. San Pablo EDC is a member-based, professional services organization, which partners widely in the East Bay Region.

The Business & Housing Programs Manager is an internal- and external-facing position. Internally, this person manages up to two (2) staff, leads organization of coordinated programs and services, and performs the general duties of an office manager. The position may be delegated some human resource support functions, depending on aptitude and interest. Externally, this manager leads business, housing and related programs. Drive to connect small community businesses to the resources they need and unwavering commitment to help communities build intergenerational wealth are essential.

The Business & Housing Programs Manager has relevant technical expertise and presents to different audiences in English and Spanish. This leader administers EDC and partner lending programs, which may include, but are not limited to, a nano revolving loan fund, business grants and first-time homebuyer programs. The Business & Housing Programs Manager provides professional support to the Executive Director (ED) in coordinating internal services and implementing projects on an as-needed basis. Further, this leader may be assigned interim leadership responsibilities in the Executive Director's absence.

This is a full-time exempt, benefited position reporting to the executive director. This leader has a critical role to fulfill as the leader of a multi-faceted team conducting frequent outreach and converting outreach to engagement. This is an in-office position.

The ideal candidate may come from another industry. If the enthusiasm, transferable skills and fit are there, but a significant training investment needs to be made, the title would be Senior Business & Housing Program Coordinator. This role is within reach for those making a career change who value creating life-changing equitable economic opportunity.

Responsibilities

The Business & Housing Programs Manager will be responsible for the following:

- Build strong relationships between the business community, EDC, and partners.
- Set an annual calendar of business and housing events, including technical assistance, educational events, mixers and business campaigns and grant programs, which meaningfully engage sponsors, partners and members.
- Support businesses by delivering and connecting to technical assistance, including business plans, certifications, structure, credit and brand identity.

- Regularly seek input from businesses to identify greatest value sought and create programs that help deliver desired value.
- Deliver programs, projects and events by working with team and partner organizations, determining needs, analyzing trends and coordinating meetings.
- Manage EDC and partner lending and grant programs (currently, Nano RLF,WISH and SPLASH) from marketing and engagement through qualification and compliance management.
- Promote and manage EDC membership and sponsorship, supervising the active delivery of benefits, invoicing and payment.
- Lead and actively manage the marketing strategy of all business programs, which includes a strong partnership with Voler Strategic Advisors and use of Notion.
- Oversee creation of marketing collaterals for areas of responsibility and regularly coordinate marketing outreach for all areas of responsibility through eblasts, social media platforms, website posts, live/print media and in-person outreach.
- Manage programs as assigned; this includes messaging consistency in marketing materials, coordination, implementation and evaluation. Sound logistics and program management is key.
- Provide basic analysis of programs and identify opportunities for improvement.
- Oversee ad-share sales, timely payment, design and efforts to perpetuate ROI through the EDC's marketing channels.
- Work with Business & Housing team to keep business-related website content, including the calendar, up to date.
- Work with team to ensure all activities – emails, phone calls, meetings, TA sessions, milestones, etc. – are captured in the Salesforce database, and produce reports and data for areas of responsibility.
- Table at community events to expand EDC's contacts, visibility and reach.
- Support efforts to expand relationships with regional and statewide economic development agencies, such as Employer Training Panel (ETP), California Manufacturing Technology Consulting (CMTC) and Go-Biz.
- Lead the creation of a branded attraction event, i.e., festival, maker's fair, etc.
- Upon request, represent the ED when absent at meetings & provide staff direction.
- Upon request, support retail attraction by coordinating with property owners, managers and brokers and preparing site sheets, researching properties and businesses, and participating in tour facilitation of business prospects.
- Complete peripheral duties and tasks as assigned by the Executive Director

As Office Manager, this person is responsible to:

- Keep the office organized, stocked, current items posted and the team accountable for maintaining its clean and professional appearance
- Establish equipment inventory (e.g., iPads, laptops, PC towers, monitors, etc.) to assist with budget planning for replacements and to meet EDC needs
- Notify the appropriate contact when there are printer, IT or facilities issues

- Ensure staff practice principles and protocol of Workplace Violence Prevention Plan and oversee annual update
- Distribute list of EDC holidays, annual closures and City of San Pablo contacts list
    - Answer general questions about the annual winter office closure
- May assist the Executive Director with aspects of human resources which include:
    - Onboarding new employees and managing employee exits according to the onboarding and exit protocols
        - Updating related protocols on an as-needed basis
    - Serving as liaison with the benefits broker to enroll staff and/or their eligible dependents in benefits upon qualification, manage benefits changes, and ensuring benefits vendors appropriately terminate or transition employees upon exit with employee-completed and signed change or termination forms.
- Make sure postings in windows are up to date, El Portal and ad share are distributed and main line EDC voicemail message is current.

Requirements

Skills

- Proficient at educating clients, key stakeholders and community-based partners on community development programs, as well as recommending options that meet short-term and long-term needs.
- Bilingual Spanish/English desirable
- Demonstrably sound work flow and logistics management, which means ability to move multiple projects at different stages forward at the same time and a willingness to pivot as priorities shift.
- Highly proficient in MS Office Suite, especially Excel, and social media literate (LinkedIn, IG)
- Salesforce experience desirable and willingness to train with Senior Program Analyst
- Proficient with Notion and willing to train with Senior Program Analyst
- Strong communication skills both written and verbal
- Skilled relationship builder
- Exceptional ability to demonstrate leadership in complex operational environments.
- Marketing and/or public outreach skills required
- Proficient in creating presentations and marketing materials
- Basic experience with Canva and PowerPoint
- Ability to conduct basic research and analysis with graphic production

Experience

- Two years of loan or real estate experience (i.e., qualifying applicants through the loan process, creating credit memos, etc.) required; experience with home business lending desired
- Program creation, coordination and relationship management required
- Customer/member service experience required
- Frontline staff supervision required
- Ability to handle confidential information securely required
- Must have experience working respectfully with diverse cultures, ethnicities and communities, including experience with low-income, English language-learner and broad socio-economic spectrum communities
- Experience generating, overseeing and approving marketing materials, activities and events experience required
- Grants management and invoice demand experience (or transferable skills) preferred
- Report research, writing and preparation a plus
- Public speaking and group facilitation desired

Education and Certifications

- An Associate's Degree and three years of directly related experience in an economic development, business attraction and/or development research, community development planning, or related field is required.
- Bachelor's Degree from an accredited college or university with major course work in urban planning, economic development, public or business administration, finance, or a related field with relevant work experience preferred.
- A real estate and/or loan-originating license underwriting housing loans or grants is strongly preferred.
- Membership and participation in related professional organizations are desirable.
- Certification or experience with Adobe Creative Suite, Salesforce, and/or economic development preferred.

Basic Requirements

- California Driver’s License
- Right to work in the United States of America

Attributes

- Is community-minded and possesses a natural service orientation
- Manages competing priorities effectively
- Has a professional presentation and desires to develop as a leader
- Has a strong work ethic and values quality
- Is an outgoing, proactive communicator
- Effectively pitches ideas and positions; handles feedback professionally

- Values the mental health of direct reports and colleagues
- Is engaging, positive and brings a productive attitude to work
- Has an aptitude to learn
- Is creative and collaborative
- Is efficient and productive
- Is attentive to details
- Demonstrates independent problem-solving and decision-making

Pay Range Qualification

Beginning of range: $80,000 – 85,000; title: Senior Coordinator, Business & Housing

- New to this level of responsibility
- Possesses translatable skills versus direct experience
- Demonstrates ability to balance diverse work flow
- There are areas of responsibility for which training will be necessary and candidate has no or limited prior experience
- New to economic development, but has banking, financial, housing or other directly related experience
- Has strengths in relationship development
- Has sufficient operational experience to provide leadership
- Has management experience to lead a team of two (2)

Mid-point: $85,000 - 90,000; title: Business & Housing Programs Manager

- Has held this level of responsibility for at least a year either at the San Pablo EDC or another organization
- Demonstrates ability to balance workflow and pivot according to priorities and emerging situations
- Has sufficient experience in all areas of responsibility; may require some training to achieve advanced levels of competencies
- Has sufficient Excel, sales and member/customer service experience
- Has housing-relevant experience
- Has lending experience, successfully funded and closed loans
- Has experience expanding, marketing and administering loan programs
- Demonstrates ability to deliver timely results
- Manages complex workflow effectively
- Displays consummate professionalism
- Sets, effectively communicates and meets expectations

High end: up to $98,000; title: Business & Housing Programs Manager

- Has held this level of responsibility two years or more
- Has depth of demonstrated experience in all areas of responsibility, including supervision, events, sales and lending
- Has experience with finance; experience or skills to do invoice demands as well as grant management
- Demonstrates understanding of strategic framework which informs operations design and delivery

- Operates continuously with mission and strategic plan as lens and filter, respectively
- Has three years or more of leading projects with successful track record from concept through execution with ability to manage to milestones
- Demonstrates ability to build productive, efficient teams
- Demonstrates a wide scope of skills and comfort stepping into roles as requested
- Is an effective asset manager and administrator of third-party contracts necessary to program responsibilities and organization operations
- Track record delivering timely results
- Has earned the trust of local businesses and colleagues inside and outside the organization