BUSINESS PROGRAMS COORDINATOR (temporary role)

Expected duration of project: January through June 2024

Temporary, exempt, benefited; full-time

Base salary range: $66,600 - $78,000 based on skills and experience

Overview
San Pablo EDC (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.

We have a fantastic Business Programs Coordinator (Coordinator) who plays a key role in the establishment, stabilization and growth of small businesses, and she will be out on leave. So, we are looking for a Coordinator who is a skilled relationship builder possessing effective outreach and engagement skills. She/He/They excels in data and story capture to help San Pablo EDC best illustrate its impact. Central to coordination of technical assistance, access to capital and services small businesses most need, the Coordinator assists with grant/loan applications, project management of initiatives and webinars, and general delivery of services to small businesses. The Coordinator brings creativity, strong project management, people and communication skills, as well as a passion for social, racial, and economic justice.

The Coordinator needs to be effective in understanding and engaging the San Pablo and greater Contra Costa County business community. He/She/They has great listening skills and excels at taking thoughtful notes; displays an entrepreneur-centric phone presence and email etiquette; demonstrates responsible time management skills; and has direct or lived experience on small business fundamentals and familiarity with business terminology. The Coordinator is deeply invested in the success and resilience of small business owners, and helping them be community change makers who build wealth through quality job creation. The Coordinator conducts their responsibilities and presents in English and Spanish.

The Coordinator is a temporary full-time exempt, benefited position reporting to the Business & Housing Program Manager (Manager). The Coordinator has a critical role to fulfill as part of a productive, adaptable team that is continuously creating and improving programs, services and protocols to be most responsive in an ever-evolving environment.

Responsibilities
The Coordinator will be responsible for the following.

Business Services
- Work with local business to promote their services via our ad share program, which includes sales and guidance (i.e., guiding businesses on their “call to action,” providing packages to further their marketing budget, confirming ads and payments, etc.).
• Coordinate guidelines for and delivery of all business programs and services under the direction of the Manager. This includes the creation of fillable forms in English and Spanish, support for board and council action, and the forms and protocol needed.

• Lead relationship building and maintenance with partners, businesses, and aspiring entrepreneurs.

• Assist businesses in applying to EDC programs and conduct due diligence to determine business qualification and/or assistance the business may need in order to meet requirements.

• Organize membership and sponsorship renewal, touching base to ensure benefits have been delivered and input solicited, and recruit new members and sponsors.

• Lead engagement of local small businesses in business services.

• Assist business clients with basic marketing services TA, including promotion via Instagram stories, Eblast spotlights, mini-videos, getting established on Google Places, taking control of social media, and design of ad share direct mailer.

• Support coordination of multi-agency technical assistance (TA) on behalf of business members and the Manager.

• In the Manager’s absence, participate in first-time homebuyer borrower compliance and Spanish workshop delivery, if needed by the Business & Housing Associate.

Logistics, Outreach & Communication

• Under the Manager’s direction, lead the schedule of the annual events and programs scheduling, including engagement of partners and speakers, and securing the logistics necessary to deliver.

• For business programs, gather and curate content on Notion for eblasts and social media, specifically EDC programs, services and events, content to help business, free business resources, member/sponsor promotions or spotlights; lead organization and scheduling of content coordination with PR & social media firm.

• Review effectiveness of marketing and outreach for business programs and work with Manager to recalibrate strategies, including those with the PR & social media firm. Suggest ways to improve and curate both visual and written content to be contextually relevant to, and representative of, target audiences.

• Assist with the creation of marketing collaterals and outreach for all services and major campaigns, e.g., Restaurant Week, Where’s Pablo?, Small Business of the Year and Build Back Stronger/CREATE, WISH, SPLASH, etc.

• Conduct outreach to business clients to gather information and enter data into Salesforce.

• Keep business-related website content, including the calendar, up to date, with links to small business social media or websites.

• Assist the Manager by identifying ways to further engage program participants while improving participant’s experience quality, user retention, and satisfaction rates, and...
seek input from business members to identify greatest value sought and create programs that help deliver desired value; this may involve feedback forms, forums or surveys

- Collaborate with Community Development to create or revise tools, e.g., information sheets, business quickstart guides, etc.
- Assist with the creation of content for San Pablo EDC-City of San Pablo collaborative *El Portal* quarterly newsletter

**Data**

- Create fillable forms and manage changes to existing forms
- Capture small business and workforce program improvement feedback, proposed policy input and success stories
- Ensure all activities – emails, phone calls, meetings, service delivery, participation in programs, etc. – are captured in the Salesforce database; produce Salesforce data reports upon request, and work with Program Analyst to evolve Salesforce database to meet Business Program needs
- Help the EDC capture data and success stories from those that have used our services and how they have benefited
- Maintain electronic and hard copy files in audit-ready condition for all borrowers

**General**

- Support the building of strong relationships between the business community, EDC, and partners
- Work in tandem with the Controller and Manager to issue invoices, receive payments and reconcile accounts for business services
- Grow industry and sector knowledge by attending events and developing strong working relationships with clients and partners
- Complete peripheral duties and tasks as assigned by the Manager and Executive

**Requirements**

**Skills**

- Highly proficient in MS Office Suite, especially Excel, online POS systems (e.g., Square) and social media (Facebook, Twitter, LinkedIn, IG) with a strong aptitude for learning new software programs quickly
- Salesforce or other CRM competency required
- Canva proficiency required; Adobe Creative Suite experience desired
- Bilingual Spanish/English required
- Strong communication skills both written and verbal
- Proficient at data and story capture, and basic analysis
- Proficient with logistics and basic project management
• Marketing and/or public outreach skills required; fund development a plus
• Proficient in creating presentations, fillable forms and marketing materials
• Ability to conduct basic research and analysis with graphic production
• Ability to update web content, as needed, and maintain event calendars

Experience
• Has experience with managing and reviewing application processes, ensuring requirements are met, and if not, assisting clients with meeting those requirements
• Has some experience with underwriting or risk management; experience assessing qualifications for program eligibility is applicable
• Has organized, scheduled and supported webinars, public events and other programs
• Has basic marketing experience on multiple platform, including collateral creation and outreach
• Experience managing a program, events or projects is required
• Basic financial and/or data-related experience is preferred

Education and Certifications
• An Associate's Degree and two years of general professional or related experience in an economic development, business attraction and/or health equity, social, racial and/or economic justice 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 health equity, social, racial and/or economic justice with relevant work experience preferred.
• Membership and participation in related professional organizations are desirable.
• Certification or experience with Adobe Creative Suite, Salesforce, GIS, and/or economic development preferred.

Basic Requirements
• California Driver’s License
• Right to work in the United States of America

Attributes
• Has a professional presentation and engaging presence
• Listens well and practices curiosity
• Has a strong work ethic and values quality
• Is engaging, positive and brings a solutions-oriented attitude
• Is community-minded and vested in social, racial and economic justice
• Possesses a natural service orientation
• Has an aptitude to learn and is comfortable learning on-the-job and continuously evolving programs and protocols to be more responsive to clients and efficient
• Is attentive to details
• Demonstrates creative problem-solving and a collaborative nature
• Manages competing priorities and dynamic work flow effectively
• Self-starter willing to take initiative and ask questions; let’s their manager know what they don’t know

Pay Range Qualification

Beginning of range: $60,000
• New to this level of responsibility
• Possesses translatable skills versus direct experience
• There are areas of responsibility for which training will be necessary and candidate has no or limited prior experience
• New to economic development
• Has sufficient software, project management, outreach and/or operational experience to provide support

Mid-point: $70,000
• Has held this level of responsibility for at least a year
• Has sufficient experience in all areas of responsibility; may require some training to achieve advanced levels of competencies
• Has sufficient sales and member/customer service experience
• Has two years of leading projects with successful track record from concept through execution with ability to manage to milestones
• Has lending experience, i.e., basic underwriting and application assistance
• Demonstrates ability to deliver timely results
• Demonstrates appropriate use of resources
• Manages complex workflow effectively
• Displays consummate professionalism
• Sets, effectively communicates and meets expectations

High end: $78,000
• Has held this level of responsibility two years or more
• Has depth of demonstrated experience in all areas of responsibility, including events, sales and lending
• 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
• Demonstrates excellent judgement