



## **PROGRAM SERVICES ASSOCIATE**

Annual pay range: \$48,000 - \$55,000

### **Overview**

San Pablo Economic Development Corporation's (San Pablo EDC) is a dynamic nonprofit whose mission is to develop, diversify and stabilize the local economy through the education and training of our workforce and businesses. San Pablo EDC is a member-based, professional services organization, which partners widely with other organizations to serve businesses and workforce in Alameda and Contra Costa Counties.

The Program Services Associate (Associate) coordinates and supports event logistics, marketing, outreach and data for the Workforce and Business Teams. The Associate brings organization, creativity, client engagement skills and data capture discipline, as well as a passion for equitable economic opportunity.

The ideal candidate is an avid learner who thrives as part of a team. The Associate is a full-time, non-exempt, benefited position reporting to the Senior Business & Assets Coordinator. The Associate has a critical role to fulfill supporting the overall programs of the organization.

### **Responsibilities**

The Associate will be responsible for the following.

#### **Logistics, Outreach, Communication**

- Assist workforce and business team leads with the scheduling of events, which includes all activities from calendar collateral and confirming with panelists through marketing, outreach and day-of event coordination
- Set up and support webinars and in-person events, which may include Eventbrite coordination, registration assistance and assisting clients connecting to the event
- Assist with the creation of marketing collaterals and outreach for all services and major campaigns
- Is a resource providing templates, tools or information to clients upon request
- Keep event-related website content, including the calendar, up to date
- Support workforce and business teams by gathering and curating Eblast content
- Assist with the creation of content for San Pablo EDC-City of San Pablo collaborative ***El Portal*** quarterly newsletter

#### **Data**

- Support workforce and business teams by conducting outreach to clients to gather information needed, and entering the data into the Salesforce &/or other database
- Help create fillable forms and execute changes to existing forms

- Ensure all activities – emails, phone calls, meetings, service delivery, participation in programs, etc. – are captured in the Salesforce database; work with the Program Analyst, as needed, to train and improve data capture
- Help the EDC capture small business and workforce program improvement feedback, proposed policy input and success stories
- Grow industry and sector knowledge by attending events and developing strong working relationships with clients and partners

## **Requirements**

### **Skills**

- Highly proficient in MS Office Suite, especially Excel, online POS systems (e.g., Square) and has a strong aptitude for learning new software programs quickly
- Salesforce or other CRM competency required
- Excellent phone engagement etiquette with consistent follow-through
- Marketing and/or public outreach skills required
- Adobe Creative Suite basic proficiency required; must be proficient in fillable forms and marketing materials
- Strong communication skills both written and verbal
- Proficient at data and story capture, and basic analysis
- Proficient with logistics and basic program management
- Ability to update web content, as needed, and maintain event calendars
- Bilingual Spanish/English preferred

### **Experience**

- Basic data-related experience is required
- Experience supporting logistics and delivery of services or events is required
- Has basic marketing experience on multiple platform, including collateral creation and outreach
- 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

### **Education and Certifications**

- An Associate's Degree and two years of directly 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**

- Is professional in conduct, 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
- 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: \$48,000

- 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: \$51,000

- 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: \$55,000

- 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