



GAVIN NEWSOM
GOVERNOR

STATE OF CALIFORNIA
GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT (GO-BIZ)

POSITION DUTY STATEMENT

Classification Title Staff Services Manager I (Specialist) Limited Term	Unit Office of Small Business Advocate	Name Vacant
Working Title Small Business Local Engagement Specialist (Central)	Position Number 373-102-4800-901	Effective Date TBD

GENERAL STATEMENT

The Office of the Small Business Advocate is established in statute with a number of specified duties to serve as the lead office on entrepreneurship providing small businesses in the State of California with the information and resources needed to succeed in the marketplace and serving as the principal advocate in the state on behalf of small businesses.

Under supervision from the Lead Regional Advisor and indirect supervision from the Regional Advisors, Deputy Director, and Director, Office of Small Business Advocate, the Small Business Local Engagement Specialist ("Specialist") will work to provide outreach and direct small business engagement including in-person presentations and trainings, customer service for inbound support for small business requests, social media execution, concerns and issues, and promote the Office of Small Business Advocate and its programs to the public, focusing on small business-owners. This position is designated as bilingual (Spanish). The incumbent will be required to utilize bilingual skills at least ten percent (10%) or more of the time while performing the duties of this position. The incumbent may be required to travel occasionally throughout the assigned region (as defined by the current region map), up to 45%, and will perform the responsibilities of the position as follows:

ESSENTIAL FUNCTIONS

45%	REGIONAL ENGAGEMENT
	<ul style="list-style-type: none"> • Develops, implements and maintains a proactive outreach plan subject to the approval of the Lead Regional Advisor or Regional Advisor of the respective territory to provide information, content and resources relevant to launching or operating a small business in a respective territory or industry; • Plans, organizes, and directs public outreach and engagement activities to promote CalOSBA programs, strategic initiatives and partner networks including but not limited to webinars, workshops, and conference calls for small business-owners and CalOSBA partners across the region as directed by the Lead Regional Advisor and in coordination

	<p>with the Regional Advisor of the respective territory;</p> <ul style="list-style-type: none"> • Develops and maintains contact information for small businesses within the region on an ongoing basis including identifying businesses that have engaged with CalOSBA direct relief programs and/or CalOSBA partners; • Tracks regional and statewide policies and statute on an ongoing basis, including but not limited to economic development plans and programs, employment regulations, small business support services, supplier diversity programs, disaster preparedness and resilience programs, and capital and market access; • Works with the CalOSBA Regional Advisor(s) on stakeholder meeting support for regional convenings, including preparing materials, tracking relevant follow-up for regional meetings, committees, workgroups, task force meetings, and provide presentations of relevant material during meetings; and • Supports Regional Advisor(s) with strategic initiative development and implementation on an ongoing basis including but not limited to, event production (i.e., webinars, live streaming, etc.); • Works with the Resiliency Training Coordinators as directed by the Lead Regional Advisor to develop and promote disaster preparedness and resiliency training programs; • Prepares surveys of CalOSBA partners and collates and analyzes results in support of CalOSBA programs as assigned by the Lead Regional Advisor and in coordination with the Regional Advisor of the respective territory; • Works with other state agencies and departments on an ongoing basis to educate small business owners and supports interagency collaboration on outreach related to any state service, program or initiative relevant to small businesses; • Works with other GO-Biz units (e.g., CalBIS) and other state agencies as directed by the Lead Regional Advisor to support interagency collaboration on outreach for all state programs, policies, services and initiatives that support or impact the launch and operations of small businesses in California; • Intra-state travel included
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<p>25%</p>	<p>ENGAGEMENT CONTENT DEVELOPMENT</p> <ul style="list-style-type: none"> • Supports content development (general and technical) as directed by the Lead Regional Advisor, including but not limited to campaigns and initiatives, videos, podcasts, social media, digital toolkits, and other media forms for education and information sharing; • Supports the development of messaging and support material related to CalOSBA programs and initiatives within the regional ecosystem as directed by the Lead Regional Advisor and in coordination with the Marketing team; • Creates content for the newsletter(s) as well as other media forms for education and information sharing as directed by the Lead Regional Advisor and in coordination with the Marketing team; • Works with the CalOSBA Programs team as needed to identify, develop and publish impact stories related to CalOSBA programs including but not limited to Small Business Success stories; • Works with the CalOSBA Marketing team as needed to develop outreach strategies and prepares campaigns including social media campaigns to increase public awareness of all CalOSBA events, services, programs and initiatives; and • Supports the CalOSBA Marketing team on an ongoing basis to develop strong digital channels for amplification of information including non-traditional and diverse channels
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	to ensure reach to all California small businesses and entrepreneurs.
25%	<p>CUSTOMER SERVICE</p> <ul style="list-style-type: none"> • Develops and delivers inbound support processes and content for small businesses responding to outreach especially focused on regulatory feedback and ombudsman type advocacy activities; • Responds to small business assistance inquiries via ZenDesk (customer service software) or other methods; • Works with the Lead Regional Advisor as directed to support ZenDesk activity reporting; and • Designs and monitors engagement with a central point of contact for all small business to connect with state programs in coordination with state agency liaisons (regulation) and other small business outreach teams at DGS, CDTFA, FTB, EDD, and others.
5%	Other duties as assigned.

SUPERVISION EXERCISED
None

SUPERVISION RECEIVED
This position receives direct supervision from the Lead Regional Advisor (Regional Economic Engagement team) and indirect supervision from the Regional Advisors, Deputy Director and Director of Office of Small Business Advocate.

PUBLIC AND INTERNAL CONTACTS
During the course of work, the incumbent has regular and frequent contact with governmental agencies, high-level members of business and economic development communities, private citizens and appointed and elected officials. These contacts command a high degree of sensitivity and awareness of the functions and interrelations of various government and private organizations.

INITIATIVE AND INDEPENDENCE OF ACTION
The incumbent is relied upon to develop and ensure the completion of assignments, and delegate work in complex situations without direct supervision. This position also requires a high level of communication (oral and written), technical skills, perceptive judgment, independence of action, and accurate assessment of intricate situations.

CONSEQUENCE OF ERROR
High error or poor judgments and lack of professionalism could result in the loss of significant economic development and job creation in California.

CERTIFICATION

This duty statement fairly represents actual responsibilities, duties performed and reporting relationship of the position. If any aspect of this statement is substantially changed, a new statement will be prepared and submitted to the Personnel Office.

I have read and understand the duties listed above and can perform them either with or without reasonable accommodation. Reasonable accommodation needs should be discussed with your hiring supervisor. If you are unsure whether you require reasonable accommodation, please inform your supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.

Employee Signature:

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Staff Services Manager I (Specialist)	Date

Employee's Printed Name:

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Supervisor's Signature:

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Assistant Deputy Director, Regional Economic Engagement	Date

Supervisor's Printed Name:

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DESIRABLE QUALIFICATIONS:

- Excellent written and oral communication skills
- Excellent meeting facilitation skills, including the ability to effectively present information to a wide variety of audience
- Ability to build and maintain trust-based relationships with multiple internal and external stakeholders and partners
- Strong relationships with diverse local leaders, including underserved communities, within the geographic region
- Demonstrated ability to think logically and creatively
- Demonstrated analytical ability and skills
- Research and data tracking skills
- Knowledge of local, state, and federal grant programs
- Excellent attendance and dependability
- Flexibility and willingness to learn and thrive in an environment of change
- Strong interpersonal and team building skills
- Excellent customer service skills
- Ability to manage multiple tasks and potentially conflicting priorities
- Tactfulness, discretion and professional discipline
- Demonstrated ability to act independently and as a successful team member
- Proficient use of Microsoft Office program applications, such as Word, Excel, and PowerPoint