



GAVIN NEWSOM  
GOVERNOR

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

**POSITION DUTY STATEMENT**

<b>Classification Title</b> AGPA	<b>Unit</b> California Office of Small Business Advocate	<b>Name</b> Vacant	
<b>Working Title</b> SSBCI Marketing Analyst		<b>Position Number</b> 373-100-5393-901	<b>Effective Date</b> TBD

**GENERAL STATEMENT:**

The State Small Business Credit Initiative (SSBCI) Grant Program Marketing Analyst will support the California Office of the Small Business Advocate, (CalOSBA) and its role as the lead California office administrating the State Small Business Credit Initiative (SSBCI Program) 2.0 Technical Assistance Program. The SSBCI 2.0 Technical Assistance Program focuses on creating access to capital to entrepreneurial and small business ecosystems to eliminate opportunity gaps created by zip code, race, and gender among other variables. Across our state, we define underserved small businesses as those run by women, people of color and veterans as well as those that are low-wealth, rural and disaster impacted, among other variables as they continually face barriers to accessing capital and obtaining resources to start, grow and scale their business. CalOSBA promotes, fosters and supports California economic growth in California by working to ensure that all its small businesses and entrepreneurs have the resources they need to launch, connect to capital, connect to markets, and manage and grow their businesses.

The SSBCI Grant Program Marketing Analyst will help support technical assistance to small businesses eligible beneficiaries and help expand counseling services to address financial, accounting, and legal literacy under the general direction of the Small Business Marketing Manager and receives guidance from the SSBCI Initiative Lead, Assistant Deputy Director, Deputy Director or Director of CalOSBA.

This position may require intrastate (regional) and interstate travel up to 25%

**ESSENTIAL FUNCTIONS:**

<b>45%</b>	<ul style="list-style-type: none"> <li>Support the Small Business Marketing Manager, Director, the Deputy Director, Assistant Deputy Director and SSBCI Initiative Lead and key CalOSBA staff in the formulation and creation of essential reports associated with the SSBCI program</li> <li>Work with the SBBCI Marketing Manager to build SSBCI complex grantee reporting online portal for Programs to track grantee performance against spenddown and generate metric goals</li> </ul>
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SSBCI Marketing Analyst

	<ul style="list-style-type: none"> <li>• Collaborate with Outreach and Engagement by providing expertise and engaging in the evaluation of SSBCI marketing and communication strategy and plans</li> <li>• Act as lead to develop, implement, and maintain a proactive SSBCI outreach strategy and plan to engage members of the public, partners, lenders, stakeholders, and clients</li> <li>• Collaborate with the CalOSBA Regional Economic Engagement team for SSBCI small business partner engagement and messaging within the regional ecosystem</li> <li>• Arrange external stakeholder meeting organization and support, including the development of materials, tracking relevant follow-up for regional meetings, committees, workgroups, task force meetings, and provide expertise by presenting relevant material during meetings</li> </ul>
20%	<ul style="list-style-type: none"> <li>• Participate in process improvement and policy/programmatic development efforts</li> <li>• Develop project plans and schedules to support Program initiatives</li> <li>• Provide communications content for website and social media platforms</li> <li>• Prepare other writing and research tasks as required</li> </ul>
25%	<p>Communicate, collaborate, and support outreach for SSBCI with key stakeholders:</p> <ul style="list-style-type: none"> <li>• Provide expertise and develop communications content for website and social media platforms</li> <li>• Prepare materials, organize and/or conduct SSBCI webinars, workshops, meetings, and conference calls to promote the SSBCI program</li> <li>• Collaborate with other state agencies and departments on education and awareness of the SSBCI programs and other small business joint efforts and support interagency collaboration on outreach especially around SSBCI</li> </ul>
5%	<ul style="list-style-type: none"> <li>• Assist the SSBCI Initiative Lead in implementing Public Relations strategies to include campaigns and initiatives, videos, podcasts, social media, digital toolkits and other media forums for education and information sharing and develop strong channels for amplification of information, including non-traditional and diverse channels to ensure reach to all California small businesses and entrepreneurs</li> </ul>
5%	Other related duties as assigned.

**SUPERVISION EXERCISED**

None.

**SUPERVISION RECEIVED**

The SSBCI Marketing Analyst serves under the general direction of the Chief of Staff and receives guidance from the Small Business Marketing Manager.

**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**

This position requires a high degree of administrative, technical and management capability over extremely sensitive economic development projects. The incumbent is relied upon to develop and ensure the completion of assignments, and delegate work in complex situations without direct supervision. The ability to set and manage priorities, develop policy for all programs and ensure completion of work is required. This position also requires a high level of problem-solving, technical skills, perceptive judgment, independent action, and accurate assessment of intricate situations.

**CONSEQUENCE OF ERROR**

This is a high-profile position for GO-Biz. High error or poor judgments and lack of professionalism could result in the loss of significant economic development and job creation in California, therefore resulting in the termination of the appointment.

**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.

**DESIRED QUALIFICATIONS, KNOWLEDGE OF AND ABILITIES:**

- Proficient use of Microsoft Office program applications, such as Word, Excel, and Power Point
- Knowledge of principles, practices, and trends of public and business administration, including planning and program evaluation; principles and practices of program management; formal and informal aspects of the legislative process; the administration and department's goals and policies; governmental functions and organization at the State and local level.
- Ability to reason logically and creatively and utilize a variety of analytical techniques to resolve complex governmental and program problems; develop and evaluate alternatives; analyze data and present ideas and information effectively both orally and in writing; consult with and advise administrators or other interested parties on a wide variety of subject-matter areas; gain and maintain the confidence and cooperation of those contacted during the course of work; review and edit written reports; establish and maintain project priorities; develop and effectively utilize all available resources.

***Ability to:***

- Manage multiple complex, time-sensitive assignments concurrently
- Plan and conduct meetings, conferences and seminars, and make presentations at public events

SSBCI Marketing Analyst

- Develop and implement marketing campaigns for specific programs
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- Develop grant management procedures and best practices
- Answer sensitive and/or complicated business inquiries from domestic and international businesses by providing an exceptional level of customer service
- Reason logically and creatively and utilize a variety of analytical techniques to resolve complex governmental and managerial problems
- Write reports, proposals, and analyses
- Work cooperatively with other staff, government agencies, and local organizations
- Analyze data and present complex ideas and information effectively both orally and in writing

**Employee Signature:**

<b>AGPA</b>	<b>Date</b>

**Employee's Printed Name:**

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**Supervisor's Signature:**

<b>Small Business Marketing Manager</b>	<b>Date</b>

**Supervisor's Printed Name:**

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