



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 (Supervisor)	Unit Office of Small Business Advocate	Name Vacant
Working Title Small Business Marketing Manager	Position Number 373-102-4800-006	Effective Date TBD

GENERAL STATEMENT

OUR VISION: Helping All of California's Small Businesses, Startups, and Entrepreneurs Start, Manage, & Scale

OUR MISSION: The California Office of the Small Business Advocate (CalOSBA) supports economic growth and innovation and ensures that ALL California small businesses and innovative startups have the information and direct support they need to better navigate resources, programs, and regulations. CalOSBA serves as the voice of small businesses, representing their views and interests across the state and advocating for equitable access to capital, markets, and networks so that all California small businesses successfully start, manage, scale, and become more resilient.

The Small Business Marketing Manager supports the implementation of the CalOSBA programs, policies, and activities and serves as the brand strategist for all CalOSBA marketing material. This individual is responsible for production of marketing assets across multiple channels and overseeing the marketing team's workflow and quality. This individual is responsible for creating accessible/relatable marketing and outreach campaigns and ensuring that these efforts reach all California small businesses including those underserved small business groups.

This position works under supervision from the Deputy Director and indirect supervision from the Director.

Up to 5% travel may be required.

ESSENTIAL FUNCTIONS

<p style="text-align: center;">25%</p>	<p>TEAM LEADERSHIP</p> <ul style="list-style-type: none"> • Serve as the leader of the Marketing team, developing strategies, tools and programs for all team members whose primary responsibilities are to support supplier diversity and procurement-related initiatives. • Supports cross collaboration between all CalOSBA teams and units as it pertains to creating, maintaining, and advancing online and social media platforms to further the CalOSBA mission. • Coordinate, plan, develop, and provide updates to the Deputy Director and Director on the ongoing process and workflow improvements for all CalOSBA marketing channels. • Provide complete monthly analytics reports on performance of all CalOSBA marketing channel as well as other ad hoc reporting as necessary. These channels are to include performance of email, website and social media platforms. • Provide direct oversight and supervision over the marketing team. • Guide, supervise, and manage team to develop information and expertise and share information about all GO-Biz and other state agency programs. • Guide, supervise, and manage team to maintain a strong customer focus and highest professional standards in communications and quality of work product. • Responsible for development and performance counseling, including but not limited to, probationary reports, annual reviews/merit salary increase, development plans, discussion memos, and other personnel management and responsibilities and tasks. • Manage monthly timesheets and requests for time off.
<p style="text-align: center;">25%</p>	<p>PRODUCTION: SOCIAL MEDIA, CONTENT & DESIGN ASSETS</p> <ul style="list-style-type: none"> • Manage the development of content (general and technical), including but not limited to email and social media campaigns, videos, podcasts, social media, digital/media toolkits, and other media forms for education and information sharing. • Create and manage design and brand assets including logos, photos, graphics, marketing toolkits, informational graphics, newsletter layouts, and web page wireframes. • Develop workflow, schedules, layouts and reporting for all CalOSBA email blasts and newsletters. • Develop and execute on email database acquisition and curation strategy. • Provide graphics, text, and hashtags as appropriate for promotional updates for the website and any public-facing or stakeholder portals, including social media platforms. • Initiate and execute on all necessary procurements to create marketing collateral including software tools, SAAS platforms, printed materials of all kinds, and video capture and editing. • Provide an annual report of social media properties, newsletter, small business surveys, and other metrics as assigned to analyze performance and return on investment.

<p style="text-align: center;">25%</p>	<p>MARKETING & BRAND STRATEGY</p> <ul style="list-style-type: none"> • Manage, lead, and direct the vision and mission-based brand strategy development including the positioning, integration, and consistency of the CalOSBA brand. • Develop and report on the CalOSBA social media amplification strategy including non-traditional and diverse channels to ensure reach to all California small businesses and entrepreneurs. • Conduct surveys of stakeholders, partners, and small business-owners to inform brand strategy and messaging. • Manage, lead and direct internal and external partners as the creative consultant on work that involves or includes the CalOSBA brand. • Develop and create internal marketing guidelines for the regional field team for social media platforms, branding-specific initiatives, and external facing campaign strategies for CalOSBA. • Use insight and research to design digital interfaces for the CalOSBA website. • Tracks digital communication trends and tools and provides recommendations to Deputy Director and Director on use and implementation.
<p style="text-align: center;">20%</p>	<p>COMMUNICATIONS & EXTERNAL AFFAIRS</p> <ul style="list-style-type: none"> • Develop and provide branding and marketing recommendations to Deputy Director and Director with the branding and marketing of the Office of the Small Business Advocate and its grant programs, including but not limited to, brand strategy, visual presentations, logo & branding asset development, and marketing messaging. • Manage, lead, develop and prepare materials to support webinars, workshops, and conference calls to promote CalOSBA programs including but not limited to development of presentations, graphics (i.e., Canva), videos, newsletters and other visual and written communications assets. • Support the Regional Economic Engagement team in developing outreach strategies and preparing campaigns including social media campaigns to increase public awareness of small businesses and entrepreneurship events, products, and services. • Manage and provides guidance and oversight to all team members with communications and engagement plans, including but not limited to informational decks, internal and external stakeholders such as CalOSBA team members and grantees, CalOSBA Program Grants, agency liaisons, task force members, and other groups as identified.
<p style="text-align: center;">5%</p>	<ul style="list-style-type: none"> • Other related duties as assigned.

SUPERVISION EXERCISED

This position requires the Small Business Marketing Manager to exercise general administrative and technical supervision over the marketing team.

SUPERVISION RECEIVED

The Small Business Marketing Manager serves under the indirect supervision of the CalOSBA Director and under the direct supervision of the CalOSBA Deputy Director.

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 require 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 technical and project 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, independence of action and accurate assessment of intricate situations.

CONSEQUENCE OF ERROR

Delays, mistakes, or errors in judgment can lead to inaccurate information, poor relations, loss of credibility and can impact critical execution of high-priority initiatives to increase small business participation in state contracting.

CERTIFICATION

This position statement fairly represents the responsibilities 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. (If you believe you may require reasonable accommodation, then please discuss this with your hiring supervisor. If you are unsure whether you require reasonable accommodation, then inform your supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.)

Employee Signature: _____	_____
Small Business Marketing Manager, Office of the Small Business Advocate, GO-Biz	Date

Employee's Printed Name:

Supervisor's Signature: _____	_____
Deputy Director, Office of the Small Business Advocate, GO-Biz	Date

Supervisor's Printed Name:

