

CITY OF DALY CITY
JOB SPECIFICATION
EXEMPT POSITION

ENTERPRISE DEVELOPMENT COORDINATOR

DEFINITION

Under the direction of the Senior Economic Development Coordinator, the Enterprise Development Coordinator develops and implements programs to meet the City's Enterprise Development goals and objectives at the Enterprise Development Center, supervises the Administrative Intern, oversees the work of independent consultants, implements enterprise development contracts and activities and performs related work as required.

EXAMPLES OF DUTIES

Performs work on current and planned small business and microenterprise programs and develops new programs as needed. Develops work programs and techniques to strengthen the City's existing small and microenterprise businesses and to foster the development of new ones. Work with relevant small business and microenterprise development groups and organizations at the local, regional, state and national levels. Develops cooperative agreements between the City/Center and business assistance consultants as needed. Oversee and perform the following duties: coordinate and provide programs including business counseling, workshops, seminars, loan prequalification, loan packaging, mentoring, networking; prepare marketing and informational materials; gather data and maintain a database necessary to document compliance with federal grant guidelines and other grant sources; analyze and present policy alternatives; prepare employee evaluations; draft staff reports and prepare and monitor contracts. Supports an on-going process of evaluation and review of program goals, objectives, strategies and plans to ensure the Center's ability to accommodate appropriate responses to new or changing issues and opportunities.

MINIMUM QUALIFICATIONS

Knowledge of: Principals and practices of business planning; business counseling; marketing/marketing research; business financing including loans and lending; licensing and franchising; forming partnerships and corporations; international trade (exporting), technology-oriented business development, business location selection, training and educational program administration; business retention and recruitment; Federal and State Grant regulations and private sector development. General knowledge of California State law as it relates to business practices.

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Ability to: Assist clients with business plan preparation; assess market feasibility of business ideas and plans; counsel and advise clients; develop plans and implement business assistance programs; supervise staff and work effectively with business and other groups; prepare and manage program budgets, lead training seminars and workshops; communicate effectively, both orally and in writing; make presentations at public meetings; interact positively and cooperate with co-workers, respond politely to customers, work as a team member, function under demanding time pressure, respond in a positive manner to supervision, and attend work and perform duties on a regular and consistent basis.

Education: Graduation from college or university with a Bachelor's Degree in Business Administration, Management, Finance, Entrepreneurship, Economics, Accounting, Planning or a directly related field; Master's Degree or CPA registration desirable.

Experience: Minimum of two years professional experience in small business assistance, business counseling, small or microenterprise program development or small business management which has resulted in familiarity with small business or microenterprise development issues, resources and exposure to private sector business practices and management. The ideal candidate will have significant experience in supervision, contract administration, a governmental agency and with microcomputers.

License: Possession of a valid California Class C Drivers License.

R: 02/2007