



FULL TIME POSITION: DIRECTOR, BUSINESS OUTREACH

AGENCY DESCRIPTION:

The New York City Department of Small Business Services (SBS) is a vibrant, client-centered agency whose mission is to serve New York's small businesses, jobseekers and commercial districts. SBS makes it easier for companies in New York City to start, operate, and expand by providing direct assistance to business owners, supporting commercial districts, promoting financial and economic opportunity among minority- and women-owned businesses, preparing New Yorkers for jobs, and linking employers with a skilled and qualified workforce. SBS continues to reach for higher professional standards through innovative systems, new approaches to government, and a strong focus on its employees.

JOB DESCRIPTION:

The Director for Outreach will oversee a team conducting outreach to business owners across New York City. The Director will determine target neighborhoods to conduct canvassing, identify community events to introduce business owners to SBS services, and identify new and innovative methods to spread the word about SBS services. He/she will also help strategic regarding partnership development to further division priorities. He/she will directly oversee a team of 3+ individuals and will support the work of 150+ City and vendor staff. The position will report to the Executive Director of Business Development and Strategy. Specific responsibilities include:

- Create and implement outreach strategy to neighborhoods throughout New York City
- Identify canvassing locations, including specific businesses and streets
- Manage data in customer relationship management systems to determine whether businesses receive/follow up with SBS services
- Work with vendor staff, as needed, to ensure speedy follow up regarding canvassing leads
- Identify strategic partners to develop to further division priorities
- Manage all needs related to outreach strategy, including material development and design, transportation, logistics, etc.
- Oversee the implementation of the Chamber on the Go initiative, working with the City Council and Chamber of Commerce teams
- Work independently to solve project problems
- Partner closely with community partners, elected officials and all other stakeholders to reach target audience
- Synthesize complex information into presentations and reports for various audiences
- Work with team to respond to time-sensitive requests from City Hall, SBS Executive Staff, elected officials, press and the public
- Other tasks and duties as needed

PREFERRED SKILLS:

The ideal candidate will have demonstrated success managing citywide systems and will have exhibited:

- Strong management and leadership skills, including budget and timeline management
- Experience in working with small businesses, City government and community partners
- Outstanding analytical, presentation, writing, and communication skills

QUALIFICATIONS:

1. A baccalaureate degree from an accredited college and 5 years of full-time paid experience acquired within the last fifteen years, of advisory or administrative experience including handling of business promotion or economic problems, at least 2 years of which must have been in a managerial or executive capacity with primary focus on business promotion or urban economic planning.

HOW TO APPLY:

To apply, **please email** your resume and cover letter including the following subject line: **Director, Business Outreach** to: careers@sbs.nyc.gov

The Department of Small Business Services and the City of New York is an equal opportunity employer. Auxiliary aids and services are available upon request to individuals with disabilities.



ALSO:

City Employees: Apply through Employee Self Service (ESS) at www.nyc.gov/ess search for Job Title:
Director, Business Outreach

All Other Applicants: Go to www.nyc.gov/careers search by agency Small Business Services and search for Job Title:
Director, Business Outreach

Salary commensurate with experience

NYC RESIDENCY IS REQUIRED WITHIN 90 DAYS OF APPOINTMENT

NOTE: ONLY THOSE CANDIDATES UNDER CONSIDERATION WILL BE CONTACTED.

If you do not have access to email, mail your cover letter and resume to:
NYC Department of Small Business Services
Human Resources Unit
110 William Street
New York, New York 10038