

FULL TIME POSITION:

External Affairs Associate

Division of Economic and Financial Opportunity

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 Division of Economic and Financial Opportunity (DEFO) is committed to encouraging a competitive and diverse New York City Business environment by promoting the growth and success of small businesses, with special emphasis on historically underserved groups, and ensuring their meaningful participation in the government procurement process.

The goals for the division are to increase and retain the number of certified Minority- and Women-owned Business Enterprises (M/WBEs) as well as other businesses; increase the number of M/WBEs winning government contacts, and increase their overall participation in private and public sector contracting. SBS is seeking an External Affairs Associate to develop and manage marketing and recruitment strategies that encourage small businesses to seek certification, procurement technical assistance, and capacity building services from within DEFO and the Agency. The External Affairs Associate will help with organizing and facilitating certification campaigns to meet the greater demand for certified firms in the new legislation. In addition, this position requires flexibility outside of normal business hours. This position will report directly to the Executive Director of External Affairs.

Specific Responsibilities:

- Develop and manage marketing and recruitment strategies for Division's programs
- Manage operations, strategies, goals and policies for outreach and recruitment functions hosted/organized by the External Affairs Unit within the Division
- Ensure that communication and marketing strategies are directed toward key demographics and small business segments identified by Division leadership
- Help establish and support enrollment goals for all certification programs and the Procurement Technical Assistance Center (PTAC)
- Create custom analyses, lists, reports, and other data exports in accordance with user specifications
- Report out and analyze key metrics as it relates to External events
- Oversee email, mailing and call campaigns for potential M/WBEs and small business
- Manage monthly certification and re-certification call campaigns
- Assist the Executive Director of External Affairs in reaching broader strategic divisional recruitment goals
- Supporting on-going projects and events
- Participate in other special projects as needed

Preferred Skills:

- Bachelor's Degree
- Strong communications (writing and oral), public speaking, and presentation skills
- Experience with planning, managing, coordinating and overseeing events and meetings of various sizes
- Experience working with a customer relationship management application
- Ability to work under pressure against tight deadlines
- Must be able to prioritize and manage an array of projects through to completion

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.



- Strong interpersonal skills and ability to work in team environment
- Excellent research, analytical and problem solving skills
- Knowledge of Word, PowerPoint, and Excel
- The ability to work independently on various task and assignments

Qualifications:

1. High school graduation or equivalent and three years of experience in community work or community centered activities in an area related to duties described above; or
 2. Education and/or experience which is equivalent to "1" above.
-

How to Apply:

To apply for this position, please email your resume and cover letter including the following subject line: **External Affairs Associate** to: careers@sbs.nyc.gov

ALSO:

- **For Non-City/External Candidates:** Visit the [External Applicant NYC Careers site](#) and apply for this position by searching **Job ID: 228097**
- **For Current City Employees:** Visit [Employee Self-Service \(ESS\)](#) to view and apply for available positions. Click on recruiting Activities > Careers, and search for the specific **Job ID: 228097**

Salary range for this position is: \$40,000 - \$45,000 annually

NOTE: Only those candidates under consideration will be contacted.

NYC residency is required within 90 days of appointment (does not apply to all positions)

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