

## **FULL-TIME POSITION:**

### **DATA & OUTREACH MANAGER BLACK ENTREPRENEURS NYC WORKFORCE DEVELOPMENT CORPORATION**

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#### **Agency Description:**

The Department of Small Business Services (SBS) helps unlock economic potential and create economic security for all New Yorkers by connecting New Yorkers to good jobs, creating stronger businesses, and building a fairer economy in neighborhoods across the five boroughs.

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#### **About the Workforce Development Corporation:**

The WDC is an independent 501(c)(3) not-for-profit created by the City of New York (the “City”) specifically for assisting the City in developing and funding workforce and economic development initiatives. In furtherance of this purpose, the WDC and SBS work in a partnership consisting of, among other things, jointly developing, funding and managing workforce and training initiatives, and resource sharing.

#### **Background on Black Entrepreneurs NYC:**

In September 2019, the New York City Department of Small Business Services (SBS) in partnership with community members, organizations, advocates, and Black business leaders, launched Black Entrepreneurs NYC (BE NYC)—a groundbreaking model for a major American city to help create equity of opportunity by advancing Black entrepreneurship.

Black-owned businesses are an essential part of the fabric of New York City, and entrepreneurship has provided a pathway to wealth generation for Black families for centuries. Yet, Black entrepreneurs face enormous barriers and are vastly underrepresented among New York City’s business owners. While the Black community currently makes up 22% of New York City’s population, just 7% of NYC businesses are owned by Black entrepreneurs. BE NYC aims to build a stronger and fairer city by providing equitable access to financing, strengthening connections within NYC’s Black entrepreneurial community, scaling Black businesses for long-term success and helping them meet the challenges of the economy of tomorrow.

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#### **Job Description:**

The Workforce Development Corporation (WDC) seeks a Data & Outreach Manager to a) lead the process of collecting and evaluating data from Black Entrepreneurs NYC (BE NYC) programs and events, and b) assist with BE NYC outreach and engagement.

The BE NYC Data & Outreach Manager will ensure that the impact of BE NYC programming and events is adequately tracked and reflects the stated needs of the Black entrepreneurial community. To this end, this individual will analyze and report program data, and conduct industry research on Black entrepreneurship, in order to ensure the advancement of the initiative’s overarching goals.

The BE NYC Data & Outreach Manager will also work with SBS internal divisions/units and external partners to create and staff tailored events, forums, networking opportunities and other offerings that support Black entrepreneurs. This individual will also be the primary administrator of the BE NYC online business directory.

The BE NYC Data & Outreach Manager will serve within the Executive Office of the Commissioner of the Department of Small Business Services and report directly to the Executive Director/Senior Development Officer of BE NYC.

#### **Specific Responsibilities:**

##### *Data & Research:*

- Establish, monitor and track key performance indicators to evaluate the impact of the initiative’s objectives;
- Partner with SBS staff and program vendors to design and implement effective data gathering tools to track short and long-term impact of BE NYC programs and events after participation (e.g., post-event surveys,

participant interviews, etc.) and report quantitative and qualitative data on the impact of BE NYC programs and events for quality assurance and opportunities for program improvements.

- Monitor milestones, timetables and program engagement; Support BE NYC and SBS staff with definition of programmatic scope and goals for BE NYC programs; and,
- Identify, investigate, and research issues impacting Black entrepreneurship, including analyzing external data sources, drafting and updating research memos, briefings and presentations.

#### *Communications and Engagement:*

- Initiate and manage communications with BE NYC program stakeholders and participants;
- Serve as primary liaison with SBS Communications team to draft and disseminate culturally specific messaging for BE NYC target audience, via email and social media, and promote “success stories” from BE NYC programs;
- Lead administration of the BE NYC online business directory, including primary responsibility for collecting, managing and evaluating information on businesses registered on the directory;
- Design and implement consumer and small business engagement plan for BE NYC online business directory;
- Manage customer service responsibilities pertaining to BE NYC business directory, including recruitment, vetting and editing of business profiles, website maintenance, and timely and accurate responses to website inquiries;
- Manage BE NYC listserv, including drafting monthly BE NYC newsletter and other email communications; and,
- Conduct outreach activities and staff events (virtual and in person) on behalf of BE NYC and SBS, execute ad hoc requests and lead and/or support special projects, as requested.

#### **Preferred Skills:**

The ideal candidate will have demonstrated success managing multiple programs and will have:

- Excellent data analysis and research skills
- Strong writing and oral/written presentation skills with demonstrated ability to communicate data effectively and excellent attention to detail
- Proficiency with MS Office (e.g., Excel, Word, PowerPoint), project management software (e.g., Smartsheet) and other analytical tools
- Proficiency with data migration software (e.g., Microsoft Dynamics) and integration with video conferencing platforms, virtual event management software (e.g., Zoom, WebEx)
- Demonstrated ability to work on a fast-moving entrepreneurial team, including flexibility to assume additional responsibilities assigned by Executive Director/Senior Development Officer, as needed
- Experience planning, implementing and managing programs and projects involving diverse stakeholders
- Experience with conducting outreach activities
- Self-starter mentality, with ability to organize and drive projects to timely completion
- Prior experience as an entrepreneur or small business owner is a plus

#### **Qualifications:**

1. A baccalaureate degree from an accredited college or university and 5 years of full-time paid experience, with at least 2 years of leading major programming.

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#### **How to Apply:**

To apply for this position, please email your resume and cover letter with the following subject line: **Data & Outreach Manager** to: [WDCFiscal@sbs.nyc.gov](mailto:WDCFiscal@sbs.nyc.gov)

**SALARY RANGE:** \$65,000 - \$80,000 Annually.

**NOTE:** Only those candidates under consideration will be contacted.