



## **Entrepreneurial Assistance Center (EAC) Project Manager - The Local Development Corporation of East New York**

### **JOB DESCRIPTION**

The Entrepreneurial Assistance Center (EAC) Project Manager is responsible for program marketing and outreach, delivering training content, provision of one-on-one financial, marketing and business management counseling, planning, and managing the day-to-day functions of the Entrepreneurial Assistance Center (EAC) at the Local Development Corporation of East NY (LDCENY).

RESPONSIBILITIES INCLUDE BUT ARE NOT LIMITED TO:

### **PROGRAM MANAGEMENT**

- Provide day-to-day management and assist in implementation of the EAC program and related initiatives.
- Coordinate program development as needed.
- Provide support and oversight, identifying and managing consultants as needed (including contract development, review of invoices, creating consultant Strategic Operating Plan, etc).
- Set up tasks, timelines, and performance review systems for the program team.
- Develop and implement outreach strategies, which will include but not be limited to the development of marketing and promotional materials, building strategic partnerships, and leveraging LDCENY staff and partner networks.
- Ensure EAC program compliance with Empire State Development (ESD) standards through development, collection and analysis of participant intake, evaluations, and surveys.
- Design evaluations and surveys to track outcomes and feedback from program participants.
- Collaborate with internal and external partners to coordinate service delivery.
- Act as point of contact for participants, program team and external partners.
- Plan and carry out community outreach such as seminars, meetings, and fairs to inform the business community of the EAC program and its services.

### **BUSINESS ADVISEMENT**

- Assist in increasing business ownership and business expansion among small businesses, with special emphasis on SEDI, minority group members, women, veterans, and those that operate in distressed and highly distressed communities;
- Connect small businesses to relevant New York State, federal, municipal, or local programs and resources;

- Provide technical assistance to small businesses to develop business strategies for outreach and consumption, maintain revenue and retain employees, with special emphasis on SEDI, minority and women-owned firms;
- Provide one-on-one counseling at least one evening per week to accommodate participants who do not have the availability during standard working hours;
- Provide a minimum of two (2) (Oct - Dec; Mar - May) business plan training cohorts employing the Business Model Canvas / Lean LaunchPad (BMC/LLP) curriculum;
- Developing methodologies to increase access to financing for SEDI, minorities, women, veteran owned firms; and
- Assist businesses with strategy to increase sales among SEDI, minority, women, and veteran owned firms.
- Conduct in-depth client needs assessments, offering individualized technical assistance, and providing information and support to clients in the development of their business plans, marketing strategies, financial projections, loan, and grant procurement processes and more.
- Track client's progress and prepare reports.
- Organize and present training seminars, workshops, panels, roundtables, and other events. Research available programs and cultivate service providers who support the efforts of EAC/ LDCENY clients.
- Represent the EAC program at events, public and private functions

### **GENERAL**

- Participate in regular ESD, EAC and LDCENY meetings, trainings, and events around the metropolitan area as well as occasional travel to seminars/workshops or meetings outside this area.
- Provide general administrative support as needed.

### **QUALIFICATIONS**

- 5 - 10 years of small business and/or business advisor experience
- BA or BS with small business experience a plus
- Ability and willingness to work in a professional manner with diverse staff and business entrepreneurs/owners
- Background interest/experience in non-profit organizations, small businesses, economic development, community development, and/or workforce development
- Proficiency in MS Office Suite and email applications
- Ability to master new applications (use of various databases)
- Excellent attention to detail and follow-through

### **PERSONAL**

- Ability to interact with local business owners, government agencies, regional partners, ESD, EAC and LDCENY staff in a professional and friendly manner.
- Independent, self-starter with management experience and proven track record of delivering results in a fast-paced, demanding work environment
- Strong interpersonal communication skills

- Ability to work under pressure and in a fast-paced setting on a day-to-day basis to meet specified objectives in ongoing tasks and project activities

**EDUCATION:** A minimum of five (5) years' experience in either business ownership and operations and/or equivalent combination of education and experience which demonstrates the knowledge, skills, and abilities necessary for this position may be accepted. Candidates may also have a B.A., B.S., in Business Administration, Public Administration or related fields.

**SALARY:** The salary range for this position is between \$70,000 and \$75,000 commensurate with experience.

**THE LDCENY:**

The Local Development Corporation of East New York (LDCENY) is a business development organization that works with local entrepreneurs and established businesses to develop job and economic opportunities. LDCENY projects include business training and development assistance programs, financial literacy, housing readiness to assist residents in accessing affordable housing and a commercial revitalization program with the objective of strengthening the area's commercial corridors improve the current retail mix and attract new retailers to the area.

**THE EAC PROGRAM:**

The mission of Empire State Development ("ESD") is to promote a vigorous and growing NY state economy, encourage business investment and job creation, and support diverse, prosperous local economies across New York State through the efficient use of loans, grants, tax credits, real estate development, marketing, and other forms of assistance.

The Entrepreneurship Assistance Centers ("EAC") Program was established under the Omnibus Economic Development Law of 1987 to provide services to entrepreneurs and small businesses in New York State that are seeking to: start or are starting their own business; or expand their early-stage business. The EAC Program or Project is funded from the New York State Annual Budget and is subject to the availability of annual appropriation.

**Program Contact:**

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