

SBDC Business Counselor (Storrs)

UCPEA VII Business Consultant

\$62,000 budgeted per SBA

Under the general direction of the State Executive Director, provides management, financial and general counseling and training programs to owners of small businesses, in assigned geographic location with travel throughout the state as needed. This specific position is located at the Storrs campus. This position acts as a consultant, advocate and liaison for all SBDC services and resources. Counselors will be expected to cover such topics as: business analysis/business process improvement skills; veterans', women's, and minority business issues; international trade import/export; human resource management; operations; accounting/financial analysis; Federal, state and local programs, laws and zoning codes; marketing with social media and basic licensing, certification, and legal issues for business applications.

Specifically this position:

- Provides technical and management assistance to the small business community through online referrals or via traditional on-site visits, mailings, phone or other market development methods.
- Provides in-depth counseling and recommends course of action to owners of small businesses or to those about to start a business, in key areas such as management techniques, presentation of financial material, evaluation of current financial condition, and marketing products/services.
- Enhance and deliver quality programs to the SBDC client base including planning, coordinating, and evaluating success of training programs designed to assist clients with problems or to inform clients about changes or current developments in regulations/laws or conditions that may affect their business.
- Conducts and/or supervises on-site administration of training programs, and makes all necessary arrangements for training programs including locating facilities, training materials or equipment, and follows up to assure stated schedules and commitments are met.
- Works toward the goal that each client request receives a response within 24 hours during the business week, and will meet with a client in less than two weeks of the client submitting initial application.
- In conjunction with the State Executive Director, sets goals and objectives for the sales and marketing of the program to maintain a self-supporting operating budget; assists with promotional activities such as advertising, brochures, and mailings designed to publicize programs/services.
- Assists in budget planning and forecasting for internal management
- Performs necessary administrative duties such as correspondence, progress and summary reports, and the collection of data as required and utilized by the funding agency.
- Participates in CBA e-Learning certificate program or similar as required and maintains all appropriate certifications.
- Maintains close contact with business community and governmental agencies/legislators to assess clients needs and to keep informed of general business conditions and changes in regulations/laws affecting small business.
- Performs related duties as required.

Minimum Qualifications:

- Bachelor's degree in business or related field
- At least five years of experience of entrepreneurial, financial, industrial or technical sales and management teaching experience.
- Ability to plan, conduct and market training programs
- Demonstrated ability to write grants or secure funding
- Ability to work flexible hours and travel.
- Demonstrated proficiency with mobile device technology including smartphones and tablets

Preferred Qualifications:

- MBA
- Familiarity with web-based client tracking systems
- Fluent in Spanish