

# **CAYUGA STRATEGIC SOLUTIONS, INC.**

**POSITION TITLE:** Small Business Development Specialist

**REPORTS TO:** CEO

**SCHEDULE:** Full-time Exempt

**TO APPLY:** Please submit cover letter and resume by e-mail to [dszabo@cayugaeda.org](mailto:dszabo@cayugaeda.org). Applications submitted without a cover letter will not be considered. Applicants can expect to receive communication regarding their application within 10 business days of submission.

## **POSITION SUMMARY:**

The Small Business Development Specialist (SBDS) focuses on the retention and expansion of existing small businesses located in Cayuga County who have been in business for at least three years. SBDS will work in collaboration with full CEDA team on attraction and relocation projects. The SBDS serves as a resource to help small businesses in all aspects of operation. SBDS will play an active role in providing updates on deliverables for Board and Committee reports. Activity will be reported in the CRM.

## **DETAILED POSITION RESPONSIBILITIES:**

- Business Assistance:
  - One on one meetings with businesses who inquire for help.
  - Regular visitations of existing businesses, including building stronger relationships in the larger area of the county.
  - Working with businesses to develop Opportunity & Threat Action Plans.
  - B2B referrals and resource development, including relationships with other outreach organizations, such as the SBA and SBDC.
  - Helping companies develop succession planning.
  - Develop ABCs of rural economic development”: Access to capital for entrepreneurs / Broadband / Creative economy + creative leadership
- Marketing:
  - Works with the Marketing Manager to promote CEDA’s various resources to the county.
  - Creates content (copy and graphics) as needed for marketing collaterals and news outlets.
  - Public outreach and relationship building
  - Works with Marketing Manager to create a marketing strategy for small business growth throughout the county.
- Funding Assistance:
  - Inform small businesses and entrepreneurs of available financing and grants resources
  - Provide assistance for preparing and applying to local loan programs, such as SBAP, CEDA Microloan, CCDC, and SBA.
  - Be a liaison for new funding programs that come from the City, County, State or Federal Government.

## **SKILLS REQUIRED:**

- A strong working knowledge of business functions, such as someone who has previously owned and operated their own business, or had a corporate function in which operational management was a key part of their role – highly preferred.
- An innovative thinker who can develop and adapt programs to address changing needs.
- A socially savvy person who is comfortable in meet and greet situations.
- Strong facilitation skills.
- Reflective listening.

- The ability to navigate difficult conversations.
- A strong working knowledge of GAAP and all aspects of bookkeeping.
- A working knowledge of Cayuga County, its inner workings and resources, or experience with rural business communities – highly preferred.
- Prior database experience.

#### **EQUIPMENT, MACHINES AND SOFTWARE USED:**

- Basic office skills that include the ability to send/receive email messages, post information to a database or spreadsheet, and perform basic word processing, bookkeeping, and/or data entry.
- Computer competency includes capable of applying and maneuvering within various software packages including but not limited to all Microsoft Office and Office 365 applications, Zoom, CRMs and the Internet.
- Ability to use software programs such as Microsoft Office, particularly Excel and Adobe.
- General office equipment is used such as a computer, printer, photocopier, telephone, fax machine, scanner, and calculator.
- The ability to both set up and participate in virtual meetings on diverse platforms, such as Zoom, Google Meet, GoToMeeting and others.

#### **POSITION QUALIFICATIONS**

A degree in business, management, operations, accounting, or finance is preferred. 3 to 5 years of experience in sales, business development, economic development or related field. Candidates with experience in economic development field work with an emphasis in small business and/or start-up assistance will receive high priority

#### **ABOUT CAYUGA STRATEGIC SOLUTIONS**

Cayuga Strategic Solutions (CSS) is a joint venture of the Cayuga County Chamber of Commerce and the Cayuga Economic Development Agency (CEDA). CSS offers a friendly and flexible work environment, as well as health insurance, an employee assistance program, professional development opportunities, paid holidays, paid time off after six months, and a 401k match after one year. The CSS team works to engage, educate, and support the Cayuga County business community with the goal of creating a more vibrant business environment that encourages growth and provides a variety of opportunities to all residents and visitors. Located at 2 State Street in downtown Auburn, CSS is centrally located near restaurants, entertainment, and services.

CEDA is a private 501(c)3 development corporation that was created to coordinate economic development services for Cayuga County. Visit [www.cayugaeda.org](http://www.cayugaeda.org) for more information.