

## **CLASS TITLE: SMALL BUSINESS AND ENTREPRENEURSHIP PROGRAM DIRECTOR**

**PURPOSE OF THE CLASSIFICATION:** Under direction is responsible for leading efforts within the Mayor's Office of Economic Development related to enhancing entrepreneur and small business growth and resilience. Ensures that all efforts directly incorporate recommendations and strategies within the New Tulsans Initiative and Resilient Tulsa Strategy, with the goal of serving and empowering all small businesses, while specifically focusing on outcomes for historically underrepresented, disadvantaged, and minority businesses. Ensures that programs contribute to the reduction and elimination of economic opportunity disparities identified in Tulsa's Equality Indicators report. Also responsible for other related assigned duties.

### **ESSENTIAL TASKS:**

- Leads the Small Business Enterprise (SBE) program, setting policy based upon research of global best practices for small and disadvantaged business programs
- Develops and implements programming and education efforts to promote and enhance business growth for members of the SBE program
- Establishes best-practice reporting standards for SBE program utilization, identifying key program data points critical to understanding gaps and opportunities within the program; utilizes data to drive programming and policy changes within the program
- Coordinates the work of Department administrative staff in support of key administrative tasks related to the SBE program, including gathering and monitoring of utilization and member data
- Coordinates reports and activities for the Small Business Enterprise Committee, which is made up of internal and external advisors to the program
- Works with the Finance and Engineering Services Departments leading efforts to modernize procurement practices to identify opportunities to support the growth of entrepreneurs, small businesses and local companies
- Develops and leads economic development strategies related to ensuring small businesses and entrepreneurs are properly served by the City and are able to navigate local regulatory processes, with a particular focus on eliminating barriers experienced by historically disadvantaged residents and businesses
- Serves as the first and primary point of contact within City Hall for small businesses and entrepreneurs
- Researches, develops, and implements support services, trainings, and programs for entrepreneur and small business growth and resilience
- Works with key leaders of Tulsa's small business and entrepreneur ecosystem to research, develop, and implement public policy and programs, with a particular focus on efforts serving historically disadvantaged residents and businesses
- Must report to work on a regular and timely basis

**Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.**

### **QUALIFICATIONS**

**Training and Experience:** Graduation from an accredited college or university with a bachelor's degree in a field relevant to the essential tasks of this job description; master's degree preferred and possession of five (5) years of progressively responsible experience as an entrepreneur or small business-owner; in business planning or operations management, or a role associated with the support of small businesses, entrepreneurs or startups; economic development, community development, or public policy; or an equivalent combination of training and experience, per Personnel Policies and Procedures, Section 128.

**Knowledge, Abilities and Skills:** Considerable knowledge of public policy, laws, regulations and procedures pertaining to economic development; considerable knowledge of national and global economic and job-growth trends, particularly trends impacting Tulsa's entrepreneurs, small businesses and regional economy; considerable knowledge of project and time management techniques; knowledge of best practices in public policy supporting the growth of small and disadvantaged businesses and entrepreneurs; knowledge of the principles and practices of government and community relations as well as economic and community development; ability to plan and coordinate programs with the local community; ability to maintaining effective working relationships with individuals, businesses, general public and internal/external agencies; ability to quickly and effectively prioritize and reprioritize work based upon shifting demands; ability to communicate effectively, both verbally and in writing; ability to utilize the highest level of interpersonal skill in order to understand, select, develop, and motivate people at any level within or outside the organization

**Physical Requirements:** Physical requirements include arm and hand steadiness and finger dexterity enough to use a keyboard and telephone; occasional lifting and carrying up to 10 pounds; and may be subject to walking, standing and sitting; and vision, speech and hearing sufficient to perform the essential tasks.

**Licenses and Certificates:** Possession of a valid Oklahoma Class "D" Driver's License.

**WORKING ENVIRONMENT:** Working environment is primarily indoors in an office setting; may require working evenings and weekends and traveling to attend meetings and visit development/business sites.

**Class Code: 1193**

**EEO Code: E-02**

**Pay Code: EX-44**

**Group: Clerical and Administrative**

**Series: Urban Development**

**Effective Date: August 12, 2020**