Position Announcement | Marketing Outreach Manager (full-time)

POSITION DESCRIPTION
OBDC Small Business Finance is a lender seeking a Marketing Outreach Manager to identify and connect with small business owners in need of advisory services as a result of the East Bay Bus Rapid Transit (BRT) project. This role will also work with local community groups to help support these impacted small businesses. Reporting directly to the Senior Vice President of Business Consulting, and working closely with the Lead Business Advisor, this full-time position allows one to have broad community impact while building local businesses, creating jobs and increasing economic opportunity along the BRT route. OBDC Small Business Finance is a Community Finance Development Institution (CDFI) based in Oakland, CA that has provided advisory services and loan capital to Bay Area small businesses for more than 35 years.

Primary work will involve providing marketing consulting and outreach services to small businesses along the new East Bay Bus Rapid Transit (BRT) route that will run 9.5 miles from Broadway & 20th Street in Uptown Oakland to the San Leandro BART Station. The BRT will employ a combination of new technologies and facilities to create safer, faster, more reliable and more comfortable transit service.

Responsibilities include:

- Create a pipeline of small businesses in need of advisory services impacted by the East Bay Bus Rapid Transit (BRT) project.
- Facilitate initial contact, and help conduct initial needs assessment for a wide-range of small businesses within a variety of industries.
- Prepare and deliver custom project related messages and materials to local business and communities through: in-person and telephone cold calls, email, social and traditional media, and workshops.
- Work with BRT stakeholders to assist the business community in understanding the BRT project.
- Develop and deploy marketing technical assistance projects with business owners. This includes working with the BRT Project team to create a BRT merchant directory, establishing a business’ online presence, developing content for online channels, and working with businesses to develop and implement a marketing and customer acquisition strategy.
- Provide weekly status reports of outreach activities such as: businesses contacted, meetings or phone conversations held, services registrations, completed needs assessments, completed merchant directory listings, and establishment of online presence.
- Work with Senior Vice President of Business Consulting and Lead Business Advisor to: (i) establish and maintain effective working relationships with local leaders, entrepreneurs and other decision-makers; (ii) participate in key events that provide the maximum
opportunity for BRT impacted stakeholders; (iii) conduct informational presentations to community organizations to recruit eligible businesses, and get referrals from partnered agencies. Must be able to work occasional evenings and weekends.

- Utilize OBDC technology platform to record outreach efforts, needs assessments, merchant directory listings, sessions with businesses, workshops delivered, milestones achieved and other project goals as identified.
- Be recognized as a point of contact, meaningful resource and community leader.
- Complete projects deemed necessary to support OBDC’s business advisory services.

QUALIFICATIONS

- Bachelor’s Degree required. Advanced degree in business or marketing fields preferred.
- 5+ years’ experience in, community outreach, business consulting, marketing and/or business and stakeholder engagement.
- Experience developing and implementing community or business engagement outreach plans.
- Experience with public speaking, marketing and social / traditional media campaign management.
- Experience working with or cold calling small businesses desirable.
- Experience with databases desirable.
- Work within multi-cultural and linguistically diverse communities desirable.
- Bi-lingual desirable in English and one or more of the following: Spanish, Mandarin, Cantonese, or Vietnamese.

KNOWLEDGE, SKILLS AND ABILITIES

- Passion for economic development and empowering entrepreneurs.
- Demonstrated understanding of issues facing urban communities, specifically Oakland and surrounding areas.
- Good people skills with experience collaborating in a multi-disciplinary, diverse, and dynamic team.
- Self-starter who can work with minimal supervision and be comfortable in an evolving environment.
- Demonstrated ability to set priorities, meet deadlines and maintain emotional control in a fast-paced setting.
- Capacity to produce and coordinate the production of outreach, marketing and planning documents, collateral materials, and reports within targeted deadlines.
- Demonstrated skill in group presentation and public speaking.
- Ability to express oneself clearly both orally and in writing.
• Ability to make decisions and take initiative in problem and conflict resolution.

ENVIRONMENTAL CONDITIONS
The work environment characteristics and physical effort described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is exposed to a wide range of small business locations in the Oakland community and surrounding areas approximately 50% of the time and 50% in an office setting. Work assignments are diversified and may cause stress in meeting tight deadlines with scheduling requirements. The physical requirements of the job are for employees to talk, hear, bend/stoop, sitting, standing, and/or walking for up to 8 hours per day. Furthermore, the job requires employees to lift/carry/push or pull up to 15 pounds with or without assistance.

ABOUT US
Since 1979 we have empowered small business owners in the Bay Area, beginning in Oakland and expanding to serve the nine Bay Area counties. Through our core services we help small businesses EXPAND in size, INCREASE their profits, and REACH their goals. We are honored to work with successful, innovative, and community-oriented entrepreneurs. We believe in the power of entrepreneurship to transform lives and communities. In the last 10 years we closed 600 loans that totaled more than $41,000,000. Our borrowers have created thousands of new jobs in the Bay Area.

How to Apply:
Qualified candidates must submit a resume and cover letter highlighting their relevant experience to careers@obdc.com with “Marketing Outreach Manager – Full Time” in the email subject line.