

**BUSINESS DEVELOPMENT SPECIALIST 1****Nature of Work**

In a training capacity, performs beginning level professional work in small business creation and expansion, minority business development, educational and training assistance to small businesses, financial and loan packaging assistance, facilitating labor/management cooperation, marketing and communication and procurement assistance. Collaborates with other West Virginia Development Office units in developing innovative expansion/retention and business incentive programs. May also conduct basic demographic, economic, market, or developmental research as a support service to others in the agency; prepare and assist others with the preparation of statewide, regional, and local strategic and comprehensive planning studies; and development marketing tools, advertising campaign, and editorial materials to assist in the efforts of business's creation and expansion. Considerable travel may be required. Performs related work as required.

**Distinguishing Characteristics**

This is beginning level work in the class series. The work is characterized by more immediate supervision, less complex assignments and less independent action than the Business Development Specialist 2 level. More complex assignments are made as the incumbents acquires sufficiency in knowledge, skills and abilities.

**Examples of Work**

- Acquires the knowledge, skills and abilities to perform the work through structured and on-the-job training opportunities.
- Assists in and counsels business owners on managerial and technical aspects of starting or expanding small businesses; uses start-up package to facilitate the process.
- Assists in and advises business owners on state and federal taxes, incorporating process, income/cash flow statements, regulatory environment and human resource management; acts as facilitator with government and regulatory agencies.
- Assists in and conducts research on business planning, marketing, financial and legal processes for small business creation and expansion.

**BUSINESS DEVELOPMENT SPECIALIST 1 - CONT'D.****Examples of Work - Cont'd.**

- Assists in and reviews applications for financial and training assistance; provides technical assistance on application and project development procedures.
- Assists in and serves as a liaison with local development officials, business/community/education and labor leaders to promote labor/management cooperation.
- Develops collateral materials for reference and marketing purposes.
- Works with local and regional develops, as well as, Economic Development Representatives to initiate marketing strategies for recruitment and expansion.
- Works with vendors to procure materials, bid print and promotion jobs.
- Develops relationships with media, press agents and business leaders to establish a positive image for the state.
- Develops collateral relationships with federal, state and local governments, chambers of commerce and business and professional associations; shares information on business creation and expansion.
- Assists in and compiles business and client profiles for use in training and technical assistance.
- Analyzes the financial, operating, managerial and marketing problems of small business and recommends appropriate strategies for change.
- Compiles, analyzes, and disseminates information on national, statewide, and local demographic, economic, market, and developmental conditions and trends.
- Prepares statewide strategic planning studies and related action plans designed to identify opportunities, barriers, and appropriate courses of action for business and infrastructure development.
- Provides technical assistance to regional and local planning and development agencies in the preparation of comprehensive and strategic planning studies.
- Supports the efforts of Economic Development Representatives on projects related to industrial recruitment, retention, and expansion.
- Designs and implements research studies and surveys, analyzes the results, and prepares publication-ready reports.

**BUSINESS DEVELOPMENT SPECIALIST 1 - CONT'D.****Knowledge, Skills and Abilities**

- Knowledge of the principles and practices of business administration.
- Knowledge of the principles and practices of business administration, demographic, economic, or market research, or state, regional, and community planning.
- Knowledge of research and statistical analysis methods.
- Ability to learn federal, state and local government regulations on the ownership and operation of small businesses.
- Ability to learn to identify, analyze and recommend solutions for financial, operational, managerial and marketing needs of small business.
- Ability to maintain effective working relationships with small business clients, government officials, community leaders and co-workers.
- Ability to synthesize and use complex financial and technical information on small business regulation and operation.
- Ability to present ideas effectively to individuals and groups.
- Ability to prepare comprehensive written reports on business strategies and related work.
- Ability to develop and maintain a web site; design power point presentations; and write in-depth, comprehensive speeches for state officials.

**Minimum Qualification**

**Training:** Bachelor's degree from an accredited four-year college or university.

Established: 9/16/93  
Revised: 2/16/95, 3/15/96, 11/12/97, 3/9/99, 10/2/2000  
Effective: 10/2/2000