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.
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