

BUSINESS DEVELOPMENT SPECIALIST 2**Nature of Work**

Under general supervision, performs full-performance 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 full-performance level work in the class series. Performs complex work assignments under general supervision. May perform special projects and independent work of considerable scope and importance.

Examples of Work

- Counsels business owners on managerial and technical aspects of starting or expanding small businesses; uses start-up package to facilitate the process.
- 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.
- Conducts research on business planning, marketing, financial and legal processes for small business creation and expansion.
- Reviews applications for financial and training assistance; provides technical assistance on application and project development procedures.
- Serves as a liaison with local development officials, business/community/education and labor leaders to promote labor/management cooperation.
- Develops collateral relationships with federal, state and local governments, chambers of commerce and business and professional associations; shares information on business creation and expansion.

BUSINESS DEVELOPMENT SPECIALIST 2 - CONT'D.**Examples of Work - Cont'd.**

- Compiles business and client profiles for use in training and technical assistance.
- Develops collateral materials for reference and marketing purposes.
- Works with local and regional developers, 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.
- Analyzes the financial, operational, 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.

Knowledge, Skills and Abilities

- Knowledge of the principles and practices of business administration.
- Knowledge of federal, state and local government regulations on the ownership and operation of small businesses.
- 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 identify, analyze and recommend solutions for financial, operation, managerial and marketing needs of small business.

BUSINESS DEVELOPMENT SPECIALIST 2 - CONT'D.

Knowledge, Skills and Abilities - Cont'd.

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 Qualifications

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

Experience: Two years of full-time or equivalent part-time paid experience in banking, business administration, industrial or labor relations, journalism or communications; demographic, economic, market or developmental research, or planning; or in the ownership/operation of a business enterprise; or as a business development specialist.

Substitution: A master's degree from an accredited four-year college or university in accounting, banking, business administration, communications, economics, finance, fine arts, journalism, management, planning, labor or industrial relations, or human resource management may substitute for one year of the required experience.

8684

BUSINESS DEVELOPMENT SPECIALIST 2 - CONT'D.

AREAS OF ASSIGNMENT

Advertising/Marketing
Banking
Business Administration
Communications
Graphic Design
Industrial/Labor Relations
Journalism
Ownership/Operation of a Business Enterprise
Planning
Research

Established: 9/16/93
Revised: 2/23/95, 3/15/96, 11/12/97, 3/9/99, 10/2/2000
Effective: 10/2/2000