



Job Opening

**Job Posting:** October 14, 2021

**Application Deadline:** 30 days or until position is filled

**JOB TITLE:** Director, Small Business Liaison and Outreach **LOCATION:** NYC

**DEPT:** Small Business & Technology Development

**BASIC FUNCTION:**

Under the direction of the Vice President, Entrepreneur Development & Operations, develop a comprehensive program for marketing ESD products and programs in the community throughout New York State and assist entrepreneurs in accessing New York State's programs and services to start or expand a small business.

**WORK PERFORMED:**

- Develop and maintain a comprehensive program for marketing ESD products and programs in the community throughout New York State.
- Work with external and internal parties to coordinate events, marketing collateral, presentations and secure appropriate representatives from the Division, local organizations or agencies.
- Attend trade shows and seminars; present and participate in workshops and conferences and other training programs/opportunities.
- Provide quality technical assistance service to the small business community on business development, procurement opportunities and direct them to the appropriate resources and programs.
- Work closely with the press office, web team and colleagues to ensure events are publicized, and advertised on website and handle coordination of cross-promotion where applicable.
- Maintain website content to ensure reports and resource guides are current and meet legislative compliance.
- Have a solid understanding of ESD policies, procedures and programs and initiatives offered not only by ESD but other federal, state and local agencies and connect constituents with relevant programs and services.
- Manage and promote the Business Mentor NY program to increase the participation of mentors and mentees.
- Respond to inquiries and handle small business responses to constituent correspondence from Governor's Office.
- Build, maintain and strengthen relationships, alliances and partnerships with internal and external stakeholders.
- Assist with special projects and initiatives as assigned.

**Position expected to work onsite and/or remote consistent with NYS and ESD guidelines and needs.**

**EDUCATION & REQUIREMENTS:**

Education Level required: Bachelor's degree in relevant field. MBA, MFA or MUP preferred.

Equivalent Experience required: Minimum 5+ years of relevant full-time experience.

Knowledge required: Spanish proficiency a plus; strong oral and written communication skills.

Computer skills in Word, Excel, and PowerPoint.

**APPROXIMATE HIRING SALARY:** Up to \$85,000 (w/ comprehensive benefits package)

**INQUIRE**

Leah Schanke – AVP, Human Resources Dept.

**External Candidates:** *Send resume to [resumes@esd.ny.gov](mailto:resumes@esd.ny.gov), indicating job title in subject line and salary requirement in email body*

**Internal Candidates:** *Complete [Posting Application](#) and attach a copy of resume*

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