



JOB DESCRIPTION

Job title	<i>Business Counselor</i>	FLSA Class:	<i>Non-Exempt</i>
Department	<i>Community Economic Development</i>	Position Type:	<i>Full Time</i>

Job purpose

The job of a Business Counselor of the Chinatown Service Center (CSC) Small Business Program (Program) is to: help individuals to explore entrepreneurship as an alternate way of making a living, provide technical assistance to businesses, act as a liaison and a catalyst among government departments and businesses, and to provide continuous educational support and networking opportunities to entrepreneurs. This job requires a broad base of business knowledge, excellent analytical skills, and the ability to effectively manage multiple projects simultaneously. These duties require the integration of business theory and practice, thus necessitating professional development activities.

The duties of this Business Counselor will include 1-on-1 business counseling, organizing workshops and seminars in English and Chinese, marketing and outreach to local businesses, and other tasks to assist the development of local small businesses.

Under the supervision and direction of the Program Manager, the Business Counselor will be the primary staff providing direct services to achieve Program objectives. Business social and networking functions attendance are crucial and mandatory. Thus, frequent local travelling is required and necessary.

Duties and responsibilities

- Provide business counseling and training to existing and prospective entrepreneurs
- Provide high quality, individualized counseling to entrepreneurs and individuals, which includes but is not limited to:
- Explaining the overall business start-up concept which includes: to determine if he/she is suitable for self-employment, risks involved, skills and capital involved, sourcing, market research, permits & license, etc.
- Provide recommendations to clients with regards to situation analysis, market feasibility, financial viability, operations managements, business plans and strategies, etc. on such business topics as: business formations, access to capital and loan packaging, problem solving services, compliance, credit counseling, accounting & bookkeeping, marketing, preparing business plan, business acquisition / purchase, financial analysis, etc.



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- Provide clients with access and referrals to other non-profits/community organizations and/or government agencies
- Recruit clients through the media, networking, outreach, site visits, community fairs, cross agency network, internet, etc.
- Develop and coordinate Program events such as training programs, workshops, expos and fairs
- Deliver presentations: teach and make presentations in various business topics such as business start-up, marketing, communications, etc.
- Curriculum design and development: design and develop high quality business training curricula for new business topics, including vast research on the topic, English-Chinese translation and interpretation, formatting of materials, etc. to ensure efficient and effective education for business adult learners.
- Recruit and coordinate qualified speakers, exhibitors, sponsors, collaborators and partners as needed. Coordinate all logistics aspects including setting agendas, site selection and scouting, time, and other resources necessary.
- Marketing of events: writing of press releases, design of flyers and emails, brochures, newsletters, conduct and speak at press conferences, appearance on various media, etc.
- Client outreach and recruitment: recruit event participants through direct client recruitment, utilizing the media, social media, flyer placements, cross promotion with other government agencies and community organizations, etc.
- Quality control: to identify, evaluate, suggest and/or improve on workshops, programs, services.
- Attend meetings, trainings, workshops, conferences and any other business and community related events to keep abreast on updates and developments, public concerns, etc.
- Prepare individual work plans, including professional development initiatives, which align with CSC and Program objectives.
- Continuous reading and updating of local and especially business related news and topics.
- Representation: represent agency and Program in public (media, public events, etc.), committee participation, and direct discussions in a professional manner.
- Active engagement and relationship-building with community, political, governmental and business agencies and organizations, financial institutions and economic development authorities.
- Establish and maintain networks with other business and trade organizations, government agencies, non-profits and community organizations.
- Attend community meetings and events such as chamber mixers, town hall meetings, etc. to keep abreast on the needs and concerns of the business community.



- Advocacy: advocacy for constituents on small business topics and program compliance.
- Ensure that organizational goals and objectives are accomplished in a timely and thorough manner, including reporting requirements from all funding parties.
- Recordkeeping: document counseling sessions in a timely manner, and be able to hold all information in confidence and in a sensitive manner. Record business successes and activities in client files, maintain and update client files and electronic database. Establish, maintain and update various databases such as email distribution lists, client contact lists, etc.
- Provide support to other CSC departments and programs when necessary. Participate in agency events such as fundraising dinner, open day, etc.
- Provide support in grant writing when needed.
- Assist in the continuous development, implementation, and updating of CSC and the Program's strategic and action plan.
- Other duties as assigned by appropriate supervisory personnel.

Qualifications

- Some college or post-secondary education required with a minimum of 4 years work experience in or with small businesses.
- Competent in modern office practices, procedures and equipment such as Microsoft Office (MS Word, Excel, Power Point), attending webinars, be able to understand popular social media, etc. Type at a minimum of 40 words per minute.
- Good interpersonal skills and solid administrative and organizational skills.
- Proficiency in both verbal and written English and Mandarin or Cantonese Chinese required.
- Good presentation, and writing skills; good analytical skills with critical thinking.
- Possess strong and broad business knowledge, including areas such as financial management, operations, marketing and management.
- Must be able to work independently, lead a group, take initiative, and follow through.
- Must be able to prioritize and problem-solve.
- Effectively manage multiple projects simultaneously, meeting schedules and timelines.
- Communicate effectively both orally and in writing, in English and in Chinese.
- Relate to small business owners, regardless of profession and ethnicity.
- Work weekends and evenings up to 15% of total work time. Be able to do frequent local travelling by car (up to 10%) with occasional overnight travel.
- Present his-/herself in a professional manner at all times and represent the Program and the agency at times in public in a polished and professional manner.
- Valid California driver license with proof of auto insurance, must have reliable transportation.



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- Bachelor Degree in Business Administration, Economics, Human Resources, Marketing or related field preferred.
- Teaching and public speaking skills, and the ability to learn quickly and to apply knowledge.
- Experience working with clients who have limited English proficiency skills highly preferred.
- A strong interest in small business or economic development, and knowledge of the non-profit and government-funded industries.

Direct reports

CED Program Manager