



Small Business Program and Outreach Manager, Community Initiatives

Reports to: Senior Community Development Manager

FSLA Status: Non-exempt, Full-time

Compensation Range: \$52,000 - \$54,912 annually DOE

General Nature and Scope:

The Chinatown International District (CID) in Seattle is one of the few historic pan-Asian business district in the United States that is still an active immigrant gateway. Approximately 350 out of 450 existing businesses are small, family-owned and operated, Chinese, Vietnamese, Japanese, Taiwanese, Korean, Thai, Filipino and Laotian immigrant-founded businesses. Many of these businesses, primarily restaurants and groceries, have been in existence for more than 20 years. These mostly small and immigrant & refugee-owned establishments are an integral factor in preserving, promoting, and developing the CID as a vibrant community and unique ethnic neighborhood.

The Small Business Program and Outreach Manager would manage and lead small business support and economic development efforts that support these CID businesses. Program goals are identified through various community plans and initiatives, and prioritized through SCIDpda's strategic plan. This role is highly collaborative, dynamic, and requires strong interpersonal and organizational skills.

Essential Duties:

Essential duties include the following tasks. Other duties may be assigned depending upon project, client, or work flow needs.

1. Small Business Outreach & Support
 - a. In-person, email, phone and text outreach to CID's large small business community. Outreach is both strategic, in support of SCIDpda's small business development projects, as well as responsive to business owner needs and issues that arise.
2. CID Small Business Relief Team support
 - a. Coordinate small business relief, recovery, and resilience strategies with the CID Small Business Relief Team
 - b. Coordinate and provide one-on-one staff outreach and grant application assistance to businesses
 - c. Prepare, translate, and disseminate messaging to businesses
3. Management and build-out of small business database
 - a. Lead the strategy, development, and maintenance of a small business database
 - b. Develop systems for intake of new and existing small business information
 - c. Work across CID Small Business Relief Team to familiarize staff on database and provide/coordinate trainings and demonstrations for staff on how to utilize database and input data
4. Lead and/or support on economic development projects and initiatives benefitting and impacting CID businesses
 - a. Security Film and Window Protection Project

- i. Assist the project team with business outreach strategy, coordination, messaging and direct communication; and assistance with window repair tracking, outreach, and sticker application.
 - ii. Develop communications collateral and reporting metrics for funders, CID stakeholders, and the general public
 - b. Sound Transit West Seattle Ballard Link Extension project
 - i. Assist CID Small Business Relief Team with advocacy and coordination regarding ST outreach and workshop planning for CID business owners. Attend mitigation workshops, meetings with ST staff and internal strategy meetings.
 - c. Lead the researching and tracking real estate development pipeline in the CID with support from Business Development Consultant
5. Establish, strengthen, and maintain positive relationships with program partners.
 - a. Participate in working committees to achieve and advocate for neighborhood goals
 - b. Represent Community Initiatives at appropriate meetings, presentations, and public events as needed
 - c. Work closely with the City of Seattle, neighborhood organizations, and other institutions to direct resources and support to local businesses
6. Internal SCIDpda support
 - a. Collaborate with CI staff and Senior Community Development Manager on development and implementation of vision and strategy for SCIDpda's community development work
 - b. Provide day-to-day program management, track all staff projects, and ensure that grant milestones and deadlines are met
7. Participate as a member of the Community Initiatives team, providing input and assistance with various projects and events
8. Other tasks as needed and defined by supervisor

Qualifications:

The requirements listed below are representative of the knowledge, skills, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Knowledge, Skills and Abilities:

- Competency in verbal Cantonese required, and either Traditional or Simplified written Chinese, spoken Mandarin a plus
- Outstanding administrative and strong organizational skills
- Strong interpersonal skills
- Excellent communication skills, including the ability to speak effectively in a variety of situations; write grants, reports, and correspondence; and listen well
- Ability to collaborate with and facilitate diverse, sometimes contentious stakeholders
- Ability to prioritize, multi-task, and work independently
- Ability to think creatively and strategically, and to make connections between people and projects
- Advanced computer skills in standard business software, such as MS Office Suite
- Knowledge of the Chinatown International District neighborhood highly desirable

Education and Experience:

Any combination of experience and training that would likely provide the required knowledge, skills, and abilities will be considered.

- Master's degree in social science, urban planning or community development field preferred or at least five years of professional experience in community development
- Experience working with people from diverse backgrounds, cultures, and language groups
- Experience managing staff in a collaborative, fast-paced environment

Licenses or Certificates: None

Working Conditions:

The physical demands here are representative of those that must be met by an employee in a business office environment to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job.

- Work is performed in an office environment with a low noise volume. While performing the duties of this job, the employee is frequently required to read, speak, stand, walk, sit, and use a computer keyboard and monitor
- Regular contact with people
- This position is can be hybrid. Applicants will need to be available to work from SCIDpda's office at least two days a week as needed. This position also requires as needed in-person outreach throughout the Chinatown International District neighborhood. A COVID-19 vaccination and masks will be required to work in the office.

This position description generally describes the principal functions of the position, the level of knowledge and skills typically required, and the general scope of the responsibility. It is not intended as a complete list of specific duties and responsibilities and should not be considered an all-inclusive listing of work requirements. Individual may perform other duties as assigned, including work in other functional areas to cover absences or relieve other employees, to equalize peak work periods, or otherwise to balance the workload as needed.

Benefits (according to working hours):

- Medical, Dental and Vision Insurance
- Group Life and Disability Insurance
- Retirement Plan
- PTO
- FSA
- Bonus
- Flexible Working Schedule, Hybrid Opportunity

SCIDpda Mission: To preserve, promote and develop the Seattle Chinatown International District as a vibrant community and unique ethnic neighborhood.

How to Apply: Applications will be accepted until position is filled. Please email cover letter and resume to employment@scidpda.org, **Small Business Program and Outreach Manager** as the subject line. Only complete applications will be considered.

1/4/2023