



## Director of Client Services

Job Description | *Full time; Exempt Status*

**Job Title:** *Director of Client Services (Mendo-Lake SBDC Director )*  
**Location:** *Fort Bragg or Ukiah*  
**Hours:** *Full-time*  
**Salary:** *Starting at \$75,000 - 80,000/year DOE, Exempt*  
**Supervisor:** *CEO, West Business Development Center*

### GENERAL INFORMATION

The West Business Development Center (West Center) provides business technical assistance and economic development services across Mendocino, Lake and Sonoma County and adjacent Tribal Lands. West Center is a 501©3 organization providing no cost one-on-one business counseling, workshops, and training programs to support economic and social empowerment. We advocate with local governments, agencies and financial institutions on behalf of the rural small business owner to support economic development that ensures poverty alleviation, product innovation and economic growth. Our work provides equal access to entrepreneurial resources to all individuals who seek to start or expand their business. We are seeking a highly motivated and organized Director of Client Services to develop programs that prepare current and next generation entrepreneurs for growth and prosperity.

### POSITION SUMMARY

The Director of Client Services is responsible for managing a customer-focused team that provides superior client experience for small business owners and emerging entrepreneurs through counseling and training services. This position reports directly to the CEO and manages 3 staff members and 10 contract counseling consultants. Responsibilities include developing, implementing, and evaluating entrepreneurial programs that ensure client satisfaction, retention, and growth. Work also includes fiscal management of department budgets and contract administration. There will be a high level of interface with the public, State and Federal agencies and educational institutions. The Director will also represent the Mendo-Lake Small Business Development Center at the local and regional level. This position requires occasional travel throughout northern California. The ideal candidate will be a self-motivated, strategic, and resourceful leader who has impeccable management and people skills. They are committed to equity of access to opportunities for all the region's current and future business owners.

### ESSENTIAL FUNCTIONS & RESPONSIBILITIES

#### *Strategy, Programs & Services*

- Manage team to conduct responsive client orientations and client counseling including, but not limited to, online surveys, evaluation reporting, and data collection for federal and state reporting.
- Build relationships within the local business community to ensure programs and services delivered are strategic, innovative, and relevant.
- In partnership with the Woman's Business Center Director, the lead NorCal SBDC network, and the local educational institutions deliver training programs that are high quality and relevant to meet local business owner's needs.
- Identify opportunities to address problems/issues for rural entrepreneurs and deliver responsive

programs and services to mitigate

- Ongoing evaluation of the advising protocols, identifying areas for improvement and implementing solutions that ensure economic impact
- Represent and promote the Mendo-Lake SBDC services to ensure clients, and community stakeholders are aware of these resources and the benefits of this program to the client experience.
- Attend regional SBDC meetings and events held throughout Northern California. Represent the Mendo-Lake SBDC service interests in regional SBDC planning activities.

#### *Operations & Management*

- Lead and manage a team of contract advisors and trainers to ensure delivery of high-quality counseling services
- Develop and implement strategies to increase client satisfaction, retention, and growth
- Manage the department's budgets, ensuring they are fully utilized effectively
- In partnership with West Center staff assist in meeting and exceeding annual economic impact goals.
- Ensure that the center's contract advising team receives up-to-date information to meet the needs of our clients
- Prepare quarterly/annual program reports, manage financial budget, and quarterly invoicing for our Mendo-Lake SBDC
- Ensure independent consultants follow federal/state service delivery regulations.
- Supervise, train and evaluate the performance of staff and independent contractors serving as business advisors
- Facilitate regular staff and contract advisor meetings

#### *Community Partnerships*

- Undertake regular engagement within the local business, economic development, and finance/lending communities
- Seek out opportunities and build resources for West Center and the small businesses it serves.
- Collaborate with other national SBDC Directors to develop innovative programs for center's operations
- Initiate, build, and maintain relationships with local business organizations, educational institutions, and other community stakeholders
- Other duties as assigned

#### **SKILLS, KNOWLEDGE, AND ABILITIES:**

Knowledge and experience with:

- Business counseling and/or training
- Virtual meeting software - Zoom, Microsoft Teams, Calendly
- Windows Office Suite including, Outlook, Excel, Word, and PowerPoint
- Google Workspace to schedule work, email, communicate, create reports, and maintain records
- Strategic planning and organizational management
- Meeting Facilitation
- Rural small business markets and how to help small businesses start and grow
- Creating and managing budgets
- Project management, time management, and performance management skills

Ability to:

- speak publicly
- plan and execute an educational program
- direct, supervise, and evaluate work of staff

- develop strong relationships and work with community organizations and public agencies
- work effectively as part of a management team
- prepare clear, concise, and timely reports and correspondence.

## REQUIRED QUALIFICATIONS

Preference will be given to local candidates who demonstrate many of the following:

- Bachelor's degree in business, economics, education, communications, or a closely related field; or an equivalent combination of education and experience. Master's Degree a plus.
- At least five years of management-level experience or business ownership
- 5+ years of professional experience in operations and management and/or nonprofit management
- A strategic thinker who understands how operations and finances support the broader mission of the organization
- Depth of experience in managing teams, supporting cross-functional collaboration, developing staff, and setting clear goals

## DESIRED QUALIFICATIONS

- Prior experience working for a Small Business Development Center or similar Technical Assistance program.
- Prior direct business consulting, training or teaching experience.
- Prior experience working within the business community, economic development programs, and/or small business ownership.
- Prior experience managing nonprofit or economic development programs.
- Passion, idealism, integrity, positive attitude, mission-driven, and self-directed.

West Center is an equal opportunity employer and encourages people from all backgrounds to apply. Funding for this program comes from the Federal Small Business Administration (SBA), and the California Governor's Office of Economic Development (GO-Biz), along with other state and private grants. This is a full-time position with competitive compensation and benefits.

*If you are passionate about small business development and have a track record of developing effective training programs, we encourage you to apply.*

**WORK ENVIRONMENT:** *This position can be based in either the Fort Bragg or Ukiah office with the understanding there may be regular travel between offices. Evening and weekend work may be required for workshops, meetings, and other West Center programs. Occasional travel for conferences and meetings out of the service area may be required. Regularly sits or stands for long periods at a computer; frequently bends, twists, stoops and crouches while working at desk, filing and records handling; constantly uses both hands/arms in reaching, handling, grasping, and keyboarding while using a variety of office equipment; frequently uses a telephone and computer to communicate with coworkers and public; regularly stands to use a variety of office equipment; occasionally lifts and carries items up to 30 pounds; occasionally lifts above shoulder and head; regularly communicates in oral and written form with coworkers and with the general public, frequently reads and interprets agreements and other documents. Constant sitting in an office chair, keyboarding and visual contact with computer terminal; frequent walking, standing, writing, bending, and reaching; occasional lifting of items weighing less than 30 pounds, reaching and lifting above shoulders, carrying boxes of materials from place to another.*

## To Apply:

Please send a [cover letter and resume to maryanne@westcenter.org](mailto:maryanne@westcenter.org). We will review applications on a rolling basis and contact candidates for interviews.