

# **Arkansas Small Business and Technology Development Center Regional Office Job Description**

## **Business Consultant (Marketing Focus)**

### **Position Summary**

The Business Consultant is responsible for providing small business and marketing consulting and implementing training and events to owners or potential owners of small businesses in order to achieve the performance measures and economic impact goals of the ASBTDC. This is a full-time, grant-funded position.

### **Job Duties and Responsibilities**

- Provides consulting services to Arkansas entrepreneurs with an emphasis on marketing related help
- Provides assistance to include development of marketing strategies and marketing plans; assessment of current online and offline marketing activities; and conducting and utilizing market research to make recommendations
- Provides business plan guidance and may provide loan proposal development assistance to new and existing small businesses
- Develops, coordinates, markets, and implements program events in the ASBTDC assigned geographic territory or for an assigned project including securing speakers and working with them to develop their presentations; coordinating logistics; and handling all reporting associated with program events
- Secures co-sponsorships by working with community organizations such as chambers, community colleges, and other appropriate private and public organizations
- Instructs small business training events and assist with development of curriculum
- In collaboration with the Center Director and the Lead Center Communications Coordinator, develop and implement marketing for program events including creating event print and electronic marketing collateral, writing news releases and radio/newspaper advertising; creating social media posts
- Conducts outreach within the business community and works with small business lenders to generate consulting referrals for impact projects
- Maintains and documents events and client records and related work activities in a manner consistent with program guidelines
- May work with graduate assistants in delivery of services and students and faculty to facilitate student experiential learning
- Assists in implementation of the ASBTDC marketing plan
- Earns 32 hours of professional development annually according to professional development policies of the organization
- Performs other duties as assigned, in order to accomplish the goals and mission of the organization
- Adheres to university and ASBTDC conflict of interest standards
- Maintains confidentiality
- Performs other duties as assigned in order to accomplish the goals and mission of the organization

### **Knowledge, Skills and Abilities**

- Knowledge of marketing (online and offline), business planning, and financial management
- Experience in utilizing a variety of social media platforms for marketing purposes as well as knowledge of SEO and translating marketing activities to online sales
- Ability to assess and identify potential target markets and to develop customer segment appropriate marketing tactics which fit the overall business strategy and mission
- Ability to conduct and utilize market research
- Ability to coordinate and implement training and events
- Ability to deliver training in a classroom setting

- Excellent writing, public speaking and interpersonal skills
- Proficiency in Microsoft Word, Excel, PowerPoint and Adobe Creative Suite
- Must have own transportation and the ability to meet the requirements to operate a vehicle on official state business
- Ability to conduct evening and weekend work
- Ability to travel overnight as required
- Ability to travel out-of-state as required

### **Required Education and/or Experience**

- Bachelor's degree with significant course work in business and marketing
- Direct experience with business marketing
- Experience coordinating events

### **Preferred Education and/or Experience**

- Master's degree in business, communications, or other related field
- Experience conducting and utilizing market research

### **Application Instructions:**

Applicants should submit a cover letter, CV/resume, transcripts, and three professional references with contact information to [humanresources@hsu.edu](mailto:humanresources@hsu.edu). Applications received by January 3, 2022 will be guaranteed consideration.