

PROFESSIONAL POSITION DESCRIPTION

Position Title: Project Coordinator
Division: School of Business
Department: Small Business Development Center
Location: Portland
Schedule: Full-Time
Reports to: State Director, Small Business Development Center

STATEMENT OF THE JOB:

The Project Coordinator is a key member of the Maine SBDC and is responsible for creating, implementing and production of Maine SBDC web and print marketing communication materials and activities to promote and maintain visibility of the SBDC program and its services. The position manages and promotes all aspects of network and state-office sponsored events. In addition, the Project Coordinator is the official Maine SBDC photographer. This position works closely with the State Director on the production of the annual report and other communication pieces for key stakeholders. This position must be well informed and keep up-to-date with local, state and national small business news and events.

In addition to marketing-related activities, the Project Coordinator helps to support the statewide program and grant initiatives. This includes participation in strategic planning work and regular communication with business advisors throughout the state.

Judgment and initiative are frequently exercised to handle multiple tasks within given deadlines as employee is expected to work without day-to-day supervision.

ESSENTIAL FUNCTIONS:

1. Create and produce Maine SBDC marketing materials including the online newsletters, online and print advertisements, press releases, brochures, post cards and banners.
2. Write and coordinate publishing of success stories of Maine SBDC clients.
3. Maintain and update Maine SBDC's website content, graphics, branding.
4. Assists in the development of content and production of the Maine SBDC annual report and other key stakeholder literature
5. Oversee and manage network and state office sponsored events and logistics
6. Responsible for training all Maine SBDC staff and advisors on training event policies/procedures and data entry; and ensures compliance of them.
7. Assists with the creation of online educational portal for small businesses
8. Create and manage databases for promotional, outreach and marketing activities
9. Is the official Maine SBDC photographer.
10. May coordinate with Maine Congressional delegation staff and U.S. SBA Maine

District Office, the Association of Small Business Development Centers and other SBDCs on events and activities.

11. Carry out other functions as requested by Maine SBDC staff.

SPECIAL ESSENTIAL FUNCTIONS/RESPONSIBILITIES*:

(Eliminate any that do not apply)

- Direct responsibility for safety and security of employees, students, minors, and/or visitors or property.
 - Ability to drive a University vehicle and provide proof of a valid driver's license.
 - Ability to drive colleagues, students or others and provide proof of a valid driver's license.
 - Ability to provide own transportation (fully-insured vehicle), provide proof of a valid driver's license, and compliance with Maine law regarding vehicle insurance.
 - Work on federally funded projects.
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SUPERVISORY RESPONSIBILITIES:

May supervise graduate assistants, student interns or temporary employees. Demonstrates knowledge and experience in maintaining a safe working/learning environment.

BUDGET RESPONSIBILITIES:

1. Ensures timely reconciliation of monthly budget and expense reports in order to meet university, state and federal policies and mandates.
2. Responsible for independent judgment resulting in cost-effective expense decisions within each individual project and/or contract.
3. Keeps current with University of Maine System Administrative Practice Letters.
4. Manages all deposit activities.

PUBLIC AND PROFESSIONAL ACTIVITIES RELATED TO JOB PERFORMANCE:

Participates in appropriate and relevant professional development activities. Participates in SBDC events, co-sponsored events, conferences, and trade shows representing the Maine SBDC State Office. May attend or take workshops or courses that are relevant to job functions. Attends meetings with consultants and/or contractors.

INTERNAL AND EXTERNAL CONTACTS:

Internal: Other university departments: School of Business; Business Services; Student Billing; Facilities Management, Telecommunications; Information Technology; Office of Sponsored Programs; Dept. of Conferences, and others.

External: Maine SBDC funding partners: US Small Business Administration and Maine Department of Economic and Community Development; Maine Congressional Delegation staff, Women's Business Center; Maine SBDC center directors and business advisors; vendors, small businesses and consultants; America's Small Business Development Centers

and other SBDC staff in the New England region.

KNOWLEDGE, SKILLS, AND ABILITIES:

1. Excellent interpersonal skills and good judgment
 2. Demonstrated computer and software skills (Microsoft Word, Excel, PowerPoint, Adobe Photoshop, online survey tools, as well as e-marketing software); willingness to learn new software programs; ability and willingness to instruct staff in the use of software programs.
 3. Experience with Wordpress or other web content management system.
 4. Experience with social media
 5. Ability to take initiative, identify and propose systems, or procedures to enhance or improve project management, administrative practices and policies.
 6. Ability to work as a team member as well as independently and to work with a variety of people in designing and carrying out goals and plans.
 7. Demonstrated organizational and time management skills used in an office setting.
 8. Excellent oral and written communication skills, including the ability to work with Maine's small business community, funding partners, Congressional staff, small businesses and the public-at-large.
 9. Ability to support financial management of grant funded projects.
 10. Ability to handle multiple competing priorities, to set and meet deadlines and to produce quality products that meet high standards of accuracy and attention to detail.
 11. Possess an attitude that fosters a respectful, non-threatening workplace environment.
 12. Demonstrated knowledge and experience in maintaining a safe working/learning environment.
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QUALIFICATIONS:

Required:

1. Bachelor's degree and 5 years of professional experience.
2. High level of competence with Microsoft Office (word processing, spreadsheet, database and presentation software),
3. Excellent organizational, oral and written communication and interpersonal skills and ability to prioritize multiple tasks.
4. Experience with graphic design, marketing, social media and online survey tools
5. Demonstrated experience in meeting and event coordination

License/Certifications:

- Ability to provide own transportation (fully-insured vehicle), provide proof of a valid driver's license, and compliance with Maine law regarding vehicle insurance.

Preferred:

1. Experience in working with grant and contract-funded projects
2. Bachelor's degree in Marketing or Business

3. A sound understanding of marketing principles and of new technologies and tactics.
4. Experience with Social Media management
5. Experience with email marketing programs such as Constant Contact
6. Experience in CMS website platforms and basic HTML
7. Experience with Adobe Photoshop and/or other graphic design software
8. Experience in video production and editing

****NOTE:** All individuals who are recommended to fill and subsequently offered a position with **special essential responsibilities** as checked above, or other licensure or certification, shall have the following additional applicable background screening completed (in addition to regular and standard background screening) based on the responsibilities of the position: Credit history screening, and/or Sex offender registry screening, and/or Federal criminal history screening and/or License/certification verification.*

Date Approved:

Date Revised: June 2, 2014

Job Family: 11

Salary Band: 103

Unit: UMPSA

CUPA code: 32500

Employee:

Position #: 00024588
