
Northern California Outreach Manager - San Francisco Bay Area

Small Business Majority is a small business advocacy organization founded and run by small business owners to focus on solving the biggest problems facing small businesses today. Since 2005, we have actively engaged small business owners and policymakers in support of public policy solutions, and have delivered information and resources to entrepreneurs that promote small business growth and drive a strong, sustainable economy. We regularly engage our network of more than 45,000 small business owners and thousands of business organizations, along with a formal strategic partnership program of more than 125 business organizations, enabling us to reach more than 500,000 entrepreneurs. Our extensive scientific polling, focus groups and economic research help us educate and inform policymakers, the media and other stakeholders about issues including taxes, healthcare, access to capital, clean energy, immigration, entrepreneurship and workforce development.

Small Business Majority is seeking a full-time Northern California Outreach Manager based in the greater San Francisco Bay area to manage our on-the-ground work in Northern California. This position will help develop and implement strategies to conduct outreach to small business owners, organizations, policy makers and other small business advocates. This position will focus on a variety of issues including access to capital, health care reform, workforce issues and others. The ideal candidate will have expertise in areas of outreach, public policy engagement and business community engagement and be able to work simultaneously on multiple projects. This position will report to Small Business Majority's California Director and work collaboratively with our Southern California Outreach Manager. (www.smallbusinessmajority.org)

Outreach responsibilities include:

- Identify and develop strong external relationships with small business owners, business organizations and policymakers throughout Northern California.
- Develop strategies to successfully meet specific deliverables related to various grant funded projects on behalf of Small Business Majority in California.
- Educate and conduct outreach to small employers, the self-employed and business organizations to deliver the resources created through Small Business Majority's Entrepreneurship Program.
- In collaboration with local chambers and business organizations, organize, plan and execute in-person presentations, webinars and other small business engagement activities.
- Inform and activate small business owners to take action to affect state and federal policy decisions by writing letters to policymakers, submitting opinion pieces to local media, testifying at legislative hearings, etc.
- Fast-track communication with/and secure small business owners for events, legislative priorities and press events.
- Supported by Small Business Majority's national Small Business Engagement team, use creative techniques to help grow the small business owner network in Northern California.
- Assist the California Director in identify funding opportunities for Small Business Majority from philanthropic foundations, corporate giving programs, etc.
- Participate in panels, press conferences, events and possibly testify at legislative hearings.

- Enter small business and other contact information into Small Business Majority's database in a timely and accurate manner.
- Keep detailed records of outreach efforts and work in conjunction with the California Director and Grants Manager to present information for funder reports.

Additional responsibilities may include:

- In coordination with our national Communications team pitch stories, secure media coverage and place op-eds and other pieces into business and mainstream media.
- Stay on top of related critical news and developments.
- Work with Communications staff to coordinate launches and media events.
- Track news coverage on key issues, legislation, partner organizations, etc.

Qualifications:

- Strong ability and proven-track record of building and maintaining strong professional relationships with a variety of external stakeholders.
- Ability to work in a flexible, entrepreneurial environment with frequently shifting priorities and evolving internal processes and structures.
- Driven, self-starter who has ability to network with small business owners, business organizations and policymakers.
- Experience in advocacy, public policy and political organizing, a plus.
- Superior interpersonal and communication skills, both written and verbal.
- 3 year's outreach or public engagement experience, work within the business community preferred.
- Collaborative in nature with ability to work remotely in conjunction with team members across the country.
- Strong sense of accountability; driven to meet and exceed expectations.
- Regional travel required throughout northern California.
- Successful experience fundraising from corporate and/or philanthropic institutions, a plus.
- Available for periodic travel throughout California and attend key external and internal meetings (including SBM's annual 3-day retreat).
- Must be able to work from a home office, or work from our Sausalito office.
- Bi-lingual (Spanish, Cantonese, Mandarin) a plus.

We are an EO Employer.

Please submit cover letter and resume to: humanresources@smallbusinessmajority.org