



Position Announcement | **Business Outreach Manager**

Location: Oakland

POSITION DESCRIPTION

Main Street Launch is seeking a full time business outreach manager that will help support small business marketing through an online merchant development. This critical role will help support the growth and stability of small businesses in Oakland. This position will work directly with business owners throughout the City of Oakland to gather information that will help then grow their online presence and increase new customer acquisition. This position will be responsible for acquiring business content

Marketing & Business Directory

Main Street Launch is in the process of developing an online merchant directory of Oakland. This independent website aims to increase exposure of Oakland small businesses. The goal is to create content that is accurate and appealing, so people want to visit Oakland businesses. This position will be the main point of contact for small businesses and will be responsible for identifying new businesses in Oakland, creating marketing content (written and media such as photos), and updating any businesses changes. Because of this, the majority of time will be spend in the field collecting business information.

Vacancy Tracking

Tracking vacancies is important to help existing businesses find a new local location if their rent increases or lease ends, and allows for entrepreneurs to start new businesses in a vacant space. Main Street will create and maintain a centralized database of commercial vacancies in Oakland. We will update the database with new or filled vacancies every quarter, and the information will be uploaded into our GIS technology platform. This platform allows us to have the vacancy data shown in a public facing website, and we are also able to see changes in vacancies over time. This service will be important in attracting new businesses to start in Chinatown and avoid lengthy vacant storefronts throughout the corridor.

Position Responsibilities:

- Door to door business outreach and relationship-building to establish trust, develop marketing content, and connect to services
- Provide one-on-one marketing support to understand each business and build a business profile for merchant directory
- Take high quality photos of business products, store fronts, etc. to be included in directory listing
- Edit and enter data into salesforce database

QUALIFICATIONS

- Language proficiency in a second language (Spanish, Mandarin, and/or Vietnamese) strongly preferred
- Passion for small business, finance, community and economic development



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- Diverse experience in community outreach and engagement
- Experience communicating with diverse groups
- Undergraduate Degree required
- Experience using Salesforce (an online CRM system) a plus

KNOWLEDGE, SKILLS, AND ABILITIES

- Software proficiency including Microsoft Word, PowerPoint, and Excel.
- Adept at learning to use new software; very comfortable with technology
- Excellent verbal and written communication skills
- Superb attention to detail
- Strong time management ability
- Self-starter who can work with minimal supervision and be comfortable in an evolving nonprofit environment
- Comfortable meeting deadlines in a fast-paced setting
- Exceptional skills in listening, written and oral communication and emotional intelligence
- Fast learner, problem-solving and critical thinking skills
- Takes initiative and accountability on tasks and project

BENEFITS

All full time employees are eligible for generous medical, dental, vision, paid time-off and 401(k) benefits.

ENVIRONMENTAL CONDITIONS

The work environment characteristics and physical effort described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Typically works in an office with adequate lighting and ventilation and normal range of temperature and noise level. Work assignments are diversified and may cause stress in meeting tight deadlines with scheduling requirements. The physical requirements of the job are for employees to talk, hear, bend/stoop, sitting, standing, and/or walking for up to 8 hours per day. Furthermore, the job requires employees to lift/carry/push or pull up to 15 pounds with or without assistance.

ABOUT US

Since 1979 we have empowered small business owners in the Bay Area, beginning in Oakland and expanding to serve San Francisco and veteran-owned businesses in California. Through our core services we help small businesses expand in size, increase their profits, and reach their goals. We are honored to work with successful, innovative, and community-oriented entrepreneurs. We believe in the power of entrepreneurship to transform lives and communities. In the last 10 years we closed 629 loans that totaled more than \$45 million. Our borrowers have created thousands of new jobs in the



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Bay Area. Our vision is to empower small business owners to succeed, transforming their lives and helping their communities thrive

How to Apply:

Qualified candidates must submit a resume and cover letter highlighting their relevant experience to careers@mainstreetlaunch.org with “**Business Outreach Manager**” in the email subject line.

Main Street Launch will consider for employment qualified applicants with criminal histories in a manner consistent with the requirements of the San Francisco Fair Chance Ordinance.