



MAIN STREET LAUNCH

Position Announcement | **Data and Online Content Manager**

Location: Oakland, CA

POSITION DESCRIPTION

Main Street Launch is seeking a full time data and online content manager. This critical role will help support an informed and data-driven approach to economic development and neighborhood stabilization. This position will support the work of business outreach managers working in San Francisco and Oakland to develop and manage two online merchant directories for San Francisco Chinatown and Oakland. This position will be responsible for the day-to-day management of each merchant directory websites, as well as managing all data in salesforce.

In addition to managing the public facing merchant directory data, this position will also support a data-driven approach to economic development by helping generate data and content for internal and external presentations. This will include mapping economic development indicators collected by Business Outreach Managers, as well as researching 3rd party data sources that can enrich our work and help Main Street Launch better understand economic development in Oakland and San Francisco.

Marketing & Business Directory

Main Street Launch is in the process of developing 2 online merchant directories for San Francisco's Chinatown and Oakland. These two directories are independent websites. This position will be responsible for the functioning of these sites, the accuracy of content, and developing approaches for marketing each site to consumers. Each site is built on a WordPress platform and all data must be backed up through in Salesforce.

Vacancy Tracking

Business Outreach Managers will be noting vacancies as they are out in the field that will be tracked in Salesforce. The Data and Online Content Manager will create, update and manage a web app through ArcGIS online. The goal is to generate a user-friendly web app that will allow prospective entrepreneurs to find spaces to conduct business.

Position Responsibilities:

- Managing Salesforce data base of business content to ensure accuracy of data across all online platforms
- Write and edit online business descriptions
- Manage website content to ensure business owners have accurate and appealing descriptions that will help drive new customer acquisition
- Support Business Outreach Managers in data collection as needed
- Map data using ArcGIS to track vacancies and other business patterns, generate reports, and present data analysis to inform decision-making
- Support the development team through data collection and research, and through maintaining the data infrastructure used for fundraising and impact reporting needs.



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QUALIFICATIONS

- Passion for small business, finance, community and economic development
- Diverse experience in data entry, management and online content creation
- Web development experience is a bonus
- Undergraduate Degree required, Master's Degree strongly preferred
- ArcGIS Mapping experience preferred
- Experience using Salesforce (an online CRM system) preferred

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
- Strong survey, data analysis, report writing, and evaluation 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
- Adept in navigating and leveraging technological platforms to craft successful user experience, branding, marketing, social media, and economic development campaigns
- Exceptional skills in listening, written and oral communication and emotional intelligence
- Understands team and multi-stakeholder dynamics, and adapts well under rapidly changing conditions. Mission and team driven vs. ego driven
- 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



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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 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 “**Data and Online Content 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.