

Brattleboro Development Credit Corporation (BDCC)

Job Title: Assistant Director & Head Instig8'r (Assistant Director)

Reports to: Executive Director

### **Program Objectives, Requirements & Metrics:**

Joining BDCC as its Assistant Director, lead Business Acceleration & Head INSTIG8'r (INSTIG8'r) will allow one to focus on multi-faceted business development systems inclusive of the SeVEDS-led <sup>1</sup> holistic, regional, economic development initiative, which focuses on the development and support of entrepreneurs and a culture of innovation. In this role one will unify and leverage regional resources and assets to improve the prospects for successful innovation, such as digital economy business creation and expansion, and support to New Americans who are budding entrepreneurs. BDCC's Business Technical Assistance Program (BTAP), includes, but is not limited to programs such as –

- Instig8: Banner name for Regener8 and Acceler8 providing a platform to:
  - get you thinking about starting a business
  - a path to understand how to start your business
  - a set of programs to help you run your existing business, and
  - a set of programs to help you grow your business.
- Regener8 – helping businesses in transition focusing on awareness, technical support, making connections and acceleration.
- XLR8 provides the foundation for rural, scalable, early-stage businesses to grow and succeed.

The Assistant Director will work closely with the Executive Director (ED) to oversee all business-related initiatives as detailed below. In addition, the Assistant Director will represent the organization when the ED is not available, primarily focused on business and development services.

The Assistant Director may also assume responsibilities for several internal operations, office management and certain HR functions. The exact duties are to be decided upon based on selected applicant's background and skills.

The Assistant Director will work with the ED as the ED transitions the business services work in collaboration with the Director of Finance and Grant Management (DFGM) who oversees BDCC's lending programs. Eventually the Assistant Director will assume all Business Assistance engagements leading up to loan or investment application handoffs to DFGM.

Key performance goals for the Assistant Director: These will be established in collaboration with the ED, and to be decided upon based on the selected applicant background and skills.

### **Position Duties and Responsibilities:**

#### Business Technical Assistance & Coaching Programs

The Assistant Director will oversee all BDCC Business Services, including Technical Assistance & Coaching (TA) work. This includes -

- Identifying, developing, cultivating, and stimulating regional economic opportunities, with a focus on entrepreneurial activity, business recruitment and business expansion.

#### Program Development and Oversight

- Direct Supervision of BDCC's Technical Assistance roles.

- Responsible for the delivery of BDCC Business Services, Coaching and Cohort models, including reporting on and development of key performance indicators for BDCC's Business Acceleration, and reporting on those indicators on a monthly basis to the Executive Director.
- Develop processes for identifying individual businesses that meet BDCC's TA Key Performance Indicators to be established in collaboration with the ED.
- Development of, Management of, and Improvement of, Program Tracking Systems using Salesforce | ASANA | Cognito for tracking identified metrics at program and organizational level.
  - Report on business services and acceleration inputs and outputs to ED monthly.
- Manage, expand and improve existing resources for individual business engagement that allows for light individual touch / time and leads individuals to cohort models leveraging time and capacity.
- Develop cohort programs that provide active, interactive, and dynamic settings for business owners to grow their knowledge and skills based on where they are in the business life model – introduction, growth, maturity, and decline.
  - Develop and Plan TA programming for Cohorts at different phases.
  - Work with BDCC communications staff and services to communicate about, market and promote Cohort events.
  - Development of, Management of, and Improvement of, input and outcome measurements and report to ED monthly.
- Act as BDCC's Public Function Representation for all outreach, presentations, and training for the benefit of businesses, lenders, and surrounding communities about the overall program and related BDCC services.
- Utilize BDCC's systems, including Salesforce | ASANA | Cognito to track program engagement and activities, including but not limited to, technical assistance provided, number of program engagements, number of businesses referred to BDCC's TA staff, census data, etc.
  - Evaluate training programs' effectiveness and measure impact of services provided.
  - Bring business community advocacy needs ED for future program development.

#### **WCEDP Program Management:**

Oversee the Windham County Economic Development Program (WCEDP) Loan and Investment Fund and coordinate the WCEDP in collaboration with DFGM and ED.

- Act as a liaison to the WCEDP Council and the BDCC Loan and Investment Committee.
- Promote the WCEDP, oversee creation of marketing materials, for marketing and promotion.
- Work with DFGM in the preparation of investment processes (e.g., investment application).
- Manage WCEDP Council communications and approval processes.

Working with business staff, overseeing the WCEDP Regional Business Plan Competition.

- Responsible for budget, marketing, execution, and reporting for the Competition.
- Annually, determine if WCEDP Competition should continue, in what way, and with what resources; communicate recommendations to ED by March annually, and in time for annual budgeting.

#### **Business Retention & Expansion (BRE):**

- Work with the ED to reestablish a BRE program using best practices for rural resiliency expansion efforts.
  - Assist in the development of a coordinated regional approach to assisting exiting businesses in Southern Vermont.
  - Ensure BDCC is most informed, and a respected source for solutions impacting businesses including but not limited to understanding barriers and opportunities for growth, operational efficiencies and identifying solutions that will enhance business startup, expansion, and succession focusing on high quality jobs and wage/benefit growth.
  - Manage relationships and collaborate with strategic partners to develop innovative business solutions including the State of Vermont Agency of Commerce and Community Development (ACCD), Regional

Development Corporations (RDC), Regional Planning Commission (RPC), Municipalities, and other Business Assistance Resources.

- Effectively communicate BDCC's enhanced suite of service offerings to the business community.
- Engage entrepreneurs, and all economic driver companies to identify opportunities to leverage resources that will support business expansion and partnerships to increase retention.
- Major Activities include:
  - Actively visit with existing companies in Windham County and provide on-going support and services.
  - Uncover potential projects from company visits.
  - Develop, and report out, in Salesforce | ASANA | Cognito on company visits.
  - Develop compelling solutions for projects that are built around rural needs, and business / industry decision criteria.
  - Develop and deliver accurate and effective documents and presentations to facilitate communications with business prospects.
  - Maintain detailed, accurate understanding of business ecosystem and local partners including for-profit, non-profit, federal, state, and local government resources.
  - Manage special project assignments and collaborate with other team members to support goals related to business solutions including workforce, innovation partnerships, and start up assistance.
  - Ability to travel extensively in Windham County, and Statewide.

**The following work is anticipated to be introduced over 12+ months with ED's continued engagement -**

#### **Regional Development Corporation (RDC):**

- Work with ED to lead efforts contained in the State of Vermont Agency of Commerce and Community Development contract.
- Major Activities include:
  - Maintain, and provide data for, State's Customer Relationship Management Software.
  - Maintain, and update monthly, the State's Site Locator.
  - Support BDCC RDC's Projects and Business Initiatives including:
    - Workforce / Education
    - Business Support / Visitation
    - Technology / Innovation
    - Professional Development
    - Financing / Capital
    - CEDS
    - Priority Project Promotion, intakes, rankings, tracking and report
    - Other Regional Specific Projects / Programs
- Learn about, support, and introduce opportunities to statewide / federal programs, such as:
  - Vermont Economic Growth Incentive (VEGI)
  - Vermont Training Program (VTP)
  - Northern Borders Regional Commission (NBRC)
  - Brownfields Revitalization Fund (BRF)
  - Vermont Community Development Program (VCDP)

#### **Organizational Support:**

BDCC is a private, nonprofit economic development organization that serves as a catalyst for industrial and commercial growth throughout Southeastern Vermont. The primary objective of the BDCC is to invest in the drivers of the regional economy so that people, businesses, and communities in Southern Vermont can thrive. The vision statement reads: People who love Southern Vermont have opportunities to thrive here.

As such, all BDCC employees are integral in assisting the organization to reach its objectives. All staff are expected to participate in professional development activities led by the Executive Director as well as pursue opportunities individually. The organization relies on all staff to help attend community and business meetings across the county. Additionally, all staff are encouraged to publish professional papers establishing themselves, and the organization, as leaders in economic development in Southern Vermont. Participation in these activities by all BDCC staff is critical to the BDCC's success.

**Working conditions:**

Work is generally performed in an office setting with frequent interruptions, multiple deadlines, applicant inquiries, and peak workload periods. Position will require attending a weekly BDCC | SeVEDS staff meeting, weekly meetings with education and employer partners, extensive travel to participating schools, and regular meetings with regional employers in locations throughout Southern Vermont. The position requires a schedule of work of 40 hours per week including evening meetings, as needed.

**Physical requirements:**

Work may include prolonged sitting, as well as light to moderate lifting, reaching, stooping, pulling, pushing, manual dexterity, clear speech, visual and hearing acuity. The need to transport files, paper and documents weighing up to 25 pounds is also required.

**Direct reports:**

Small Business Advisor

Business Coach and Analyst

**Qualifications:**

Experience in Economic Development, planning, real estate, business or public administration.

Business Development experience providing technical assistance to companies.

Supervisory Experience.

Proficient in the use of computers including, knowledge of, or proven ability to, learn project management systems, CRM systems, etc.

Strong writing skills required for preparing grants, project reports and general correspondence.

Financial management skills including spreadsheet preparation and knowledge of general accounting procedures.

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Interested parties having the required qualifications / experience should send a cover letter and their resume to [bkilburn@brattleborodevelopment.com](mailto:bkilburn@brattleborodevelopment.com). This position is open until filled. No phone calls please. Questions may also be directed to [bkilburn@brattleborodevelopment.com](mailto:bkilburn@brattleborodevelopment.com).