

Greater Cleveland Partnership

Job Description

POSITION TITLE:	Manager, Small Business Growth
TEAM:	Membership Development & Marketing
REPORTS TO:	Vice President, Membership & Product Development
FLSA CLASSIFICATION:	Exempt

POSITION SUMMARY:

The Manager, Small Business Growth will be responsible for leading COSE's strategy focused on meeting the needs and interests of our three small business personas – solopreneurs, established businesses, and high growth entrepreneurs. This individual will be acutely aware of the unique business challenges, opportunities, habits, and qualities of the entrepreneurs and small businesses within each of these membership segments; developing the plan to meet those needs; adapting to evolving business needs; maintaining trusted relationships with other organizations in the regional entrepreneurial ecosystem; and seeking to increase member retention and engagement within each persona segment. The Manager must be well connected within the entrepreneurial ecosystem using partnerships and collaborations to help navigate entrepreneurs to the right solutions.

ESSENTIAL FUNCTIONS:

- Establish a strategy and approach for engaging new and renewing members in the COSE personas (solopreneur, established business, and high growth entrepreneur) into programs, products, and services to increase membership retention and engagement.
- Create and maintain strong relationships with organizations in the ecosystem that are also serving these target segments. Create partnership opportunities with these organizations to complement one another's services, identify gaps, and develop solutions.
- Maintain COSE's "map" of Ecosystem Resources in the online Resource Hub constantly updating relevant programs and contact information.
- Work in collaboration with the GCP Strategic Communications team to identify success stories within each persona to be shared as a part of GCP's overall content calendar.
- Gather information on the content most important to each persona/segment and work in collaboration with the content team to ensure the COSE Education Hub has relevant information and resources.
- Lead regular communication to these personas with newsletters that include COSE and external partner programs, resources, events and opportunities tailored to their specific interests.
- Constantly and consistently engage with our personas to identify market needs and trends, and potential gaps to help COSE develop programs, products and services that will provide value. Take into account the variables within each persona including generational differences, stage of business, minority and women owned businesses, and owner ambitions.
- Assist with the planning of events and programs relevant to member segments. This includes but is not limited to, creating event content and descriptions, securing speakers, generating guest lists for specific segments and executing direct member outreach.
- Other job-related duties as assigned.

EDUCATION AND EXPERIENCE

- Bachelor's degree or equivalent experience preferred.
- 3 – 5 years of experience in program and business development, business or related field (direct contact with clients/customers required).

REQUIRED SKILLS

- Adaptability in creating and managing programs to meet the changing needs of businesses.
- Exceptional listening and interpersonal skills (outgoing and engaging personality).
- Exceptional organizational and time management skills.
- Proficient with Microsoft Office products including Outlook, Word, Excel, and PowerPoint.
- Excellent written and verbal (phone and in-person) communication skills.
- Self-starter with ability to work both independently and as part of a cohesive team.
- Experience working with small business owners.
- Experience with a membership organization.
- Community/local involvement or engagement a plus.
- Efficient online research skills and familiarity with social networking.
- Flexibility to work outside of normal scheduled workday.

PHYSICAL REQUIREMENTS:

- May be required to work more than 8 hours during a workday.
- Sitting for long periods of time.
- Some local travel/driving required.
- Significant manual dexterity for keying in data for long periods of time.

SCHEDULING REQUIREMENTS:

- Must be available to work occasional off-hours.
- Must be available during standard business hours.
- Incumbent has the flexibility to schedule activity with the approval of supervisor.
- Aspects of this position may be performed from a remote location with the approval of supervisor.