



# Urban League of Broward County

## Job Vacancy Posting

**Title:** Small Business Specialist  
**Reports to:** Small Business Development Officer  
**Division/Team:** Entrepreneurship Center  
**Revision Date:** May 2026

### **Purpose of Position**

The **Small Business Specialist** drives equitable access to resources for entrepreneurs and small business owners through proactive community outreach, practical education and training, disciplined data tracking, and hands-on navigation support. This role is field-facing and relationship-centered, ensuring entrepreneurs—especially those in underserved communities—receive timely guidance, quality training, and connections to capital, technical assistance, and procurement opportunities. The ideal candidate blends community credibility with operational rigor and is comfortable working across neighborhoods, partner organizations, classrooms, and one-on-one coaching settings.

### **CORE DUTIES and RESPONSIBILITIES (Abbreviated):**

#### **Community Outreach (including grassroots efforts)**

- Plan and execute outreach campaigns (canvassing, pop-up resource tables, door-to-door, small business corridor walks, faith/community events, chambers and merchant associations, local libraries, and coworking spaces).
- Build and maintain relationships with local partners (municipal offices, SBDCs, PTAC/APEX, SBA resource partners, microlenders/CDFIs, workforce agencies, civic groups, and anchor institutions).
- Coordinate business roundtables/listening sessions to surface needs, barriers, and opportunities; synthesize insights for internal strategy.
- Develop and distribute clear, culturally responsive outreach materials; support social media and email list growth targeted to small businesses.
- Track outreach touchpoints, referrals, and outcomes in the CRM; maintain a visible cadence of presence in priority corridors.

#### **Small Business Education & Training**

- Deliver or coordinate workshops and cohort-based trainings on topics such as business planning, licensing/permitting, bookkeeping, cash flow, pricing, credit building, access to capital, procurement readiness, compliance, and digital marketing.
- Facilitate learning in accessible formats (in-person, virtual, Spanish/Creole/English, evenings/weekends as needed).
- Create practical tools: checklists, templates, micro-lessons, and resource guides; curate guest instructors and subject-matter experts.
- Conduct pre/post assessments to measure learning gains; collect participant feedback and use data to improve curricula.
- Support accelerator/incubator pipelines and readiness for lending programs (e.g., loan packaging, application assistance, document preparation).

#### **Data Collection & Tracking**

- Maintain timely, accurate data in the CRM/ATS (e.g., Salesforce, Airtable, HubSpot) including intakes, demographics, services delivered, referrals, milestones, and outcomes.

- Monitor KPIs (e.g., number of businesses engaged, training completions, credit improvements, loans packaged/closed, jobs created/retained, revenue change).
- Produce weekly/monthly reports and dashboards for leadership, funders, and stakeholders; ensure compliance with grant obligations.
- Uphold data quality standards: consistent coding, documentation, consent/privacy practices, and audit-ready files.

### **Small Business Navigation for Entrepreneurs**

- Provide one-on-one coaching, case management, needs assessment, action planning, and milestone tracking.
- Help entrepreneurs navigate licensing/permitting, access to capital (CDFI loans, SBA products, grants), credit repair/building, bookkeeping setup, and vendor/procurement registration.
- Make warm referrals to trusted partners; follow through to confirm connection and outcome.
- Assist with loan-readiness: financial statements, projections, collateral documentation, personal financial statements, and application support.
- Advocate for clients by troubleshooting barriers and coordinating multi-agency solutions.

### **EDUCATION AND/OR EXPERIENCE:**

Bachelor's degree in Business, Public Administration, Economics, Urban/Community Development, or related field; equivalent experience considered. Minimum experience required is 3–5+ years in small business support, entrepreneurship services, lending/CDFI, workforce or community development, or program coordination.

### **OTHER SKILL, ABILITIES, AND QUALIFICATIONS:**

- Proficiency with CRM systems (Salesforce/Airtable/HubSpot), Microsoft 365, Zoom/Teams; working knowledge of small business financials, credit, and lending basics.
- Strong facilitation, coaching, and written communication skills; ability to translate complex concepts into practical steps.
- Demonstrated ability to work effectively with diverse populations;
- Fluency in **English** required; Spanish/Creole highly preferred.
- Willing and able to work some evenings/weekends.
- Ability to work independently and cross-functionally in a dynamic, entrepreneurial environment.
- Must have excellent presentation skills.
- Strong and clear verbal and written communication skills.
- Resourceful with eagerness to learn.
- Must be flexible and able to work in a team environment.
- Mature judgment and demonstrated ability to work with minimal supervision in a fast-paced work environment.
- Demonstrated professionalism, diplomacy, and composure; flexible and able to adapt to a variety of situations.
- Ability to balance the needs and expectations of multiple constituents.
- Positive and team-oriented attitude.

### **Other**

- Must have a valid Florida driver's license and reliable transportation.
- Must be able to pass a level two criminal background check and drug screening.

**Submit Resume and Cover Letter to:**  
[hiring@ulbcfl.org](mailto:hiring@ulbcfl.org)

**THE URBAN LEAGUE OF BROWARD COUNTY IS AN EQUAL OPPORTUNITY EMPLOYER**