

The Florida Small Business Development Center (SBDC) is seeking a small business consultant and web strategist in its Tampa office. State Designated as Florida's Principal Provider of Business Assistance, the Florida Small Business Development Center Network has more than 30 locations from Pensacola to Key West. The SBDC at USF region spans a 10-county area providing free, one-on-one consulting and offering more than 400 entrepreneurial programs each year. Its Certified Business Analysts are specialized in industry-specific sectors to help small businesses make sound decisions in a complex and ever-changing marketplace.

Basic Responsibilities:

- Provide one-on-one confidential consulting to current and potential small business owners in business start-up, internet strategies, website design and search engine optimization.
- Develop and conduct small business-related seminars and workshops using standardized materials, visuals and guidelines.
- Webmaster for SBDC website including content creation and management, integration of social media and search engine optimization functions. Manage ongoing integration efforts for SBDC Website with Center EX database, USF payment gateway system and Social Media. Publish and market online classes utilizing Center EX, SBDC Website and Social Media. Fulfill administrative functions related to the duties of the position, including tracking of client progress.

This position requires a Bachelor's degree in Business Management or related field, with at least one year of directly related experience. All incumbents must be designated as Certified Business Analysts with the Florida Small Business Development Center Network (FSBDCN) within six months of employment.

Preferred Qualifications (Education & Experience):

Master's Degree in Business Administration. Three years of small business experience, preferably as a small business owner. This position requires expert level proficiency in the use of standard desktop applications, including the ability to produce documents and presentations of all kinds using word processing, spreadsheet and presentation software tools. Knowledge of CenterEX database and integration of third party database systems and payment gateways. At least three years of experience in website development using Open Source Content Management Systems such as Joomla, Drupal and Wordpress and at least three years of experience managing Search Engine Optimization and Pay Per Click Campaigns.

Applicants must apply through USF: https://employment.usf.edu/applicants/jsp/shared/Welcome_css.jsp

Click administration, scroll to bottom to use search boxes:

Posting Number: 0006787

Position number: 00013298