

# Cal Poly Humboldt Sponsored Programs Foundation

## Job Announcement

*This is not a state position*

### Center Director, East Bay Small Business Development Center (SBDC)

**Location:** East Bay Region (Alameda & Contra Costa Counties)

**Status:** Full-Time | 12 Months per Year

**Salary:** \$95,000 – \$125,000 DOE

**Program:** Northern California Small Business Development Center (NorCal SBDC)

**Reports To:** Executive Director, NorCal SBDC

### GENERAL INFORMATION

The East Bay Small Business Development Center (East Bay SBDC) serves a pivotal role in the region's economic development ecosystem, supporting entrepreneurs and growing companies throughout Alameda and Contra Costa counties. The center delivers high-impact 1:1 advising, access to capital, strategic resources, and targeted training programs—annually serving more than 1,000 small business clients.

The East Bay SBDC is part of the Northern California SBDC Network, hosted by Cal Poly Humboldt Sponsored Programs Foundation, and funded through the U.S. Small Business Administration (SBA), California Governor's Office of Economic Development (GO-Biz), and other public and private sources.

### POSITION OVERVIEW

The East Bay SBDC is seeking a dynamic, externally focused Center Director with strong business development, partnership cultivation, and relationship-driven leadership skills. The Center Director serves as the **primary ambassador and growth driver** for the East Bay SBDC—responsible for expanding visibility, strengthening partnerships, increasing client flow, and delivering measurable economic impact. This role is ideal for a leader who thrives in the community, builds trusted relationships and positions organizations as central regional resources.

### KEY RESPONSIBILITIES

#### Business Development, Partnerships & Outreach

- Position the East Bay SBDC as a **trusted, go-to resource** for entrepreneurs, funders, and regional stakeholders
- Lead and execute strategic outreach and relationship-building efforts to maintain and expand the center's presence and referral pipeline of small businesses
- Cultivate and maintain strong partnerships with lenders, local governments, chambers of commerce, economic development agencies, nonprofit organizations, educational institutions, and community-based partners

- Actively generate and manage partner channels that drive consistent client engagement and capital access outcomes
- Represent the East Bay SBDC at community events, conferences, stakeholder meetings, and public forums
- Collaborate closely with NorCal SBDC leadership and peer SBDC centers on regional and statewide initiatives

### **Strategy, Programs & Client Services**

- Ensure SBDC services remain responsive, innovative, and aligned with regional economic priorities
- Plan, oversee, and evaluate delivery of advising, training, and referral services across Alameda and Contra Costa counties
- Develop and implement client acquisition strategies that expand reach into diverse and emerging entrepreneurial communities
- Personally provide one-on-one advising to clients, including startups and growing firms, with emphasis on capital readiness, growth strategy, and sustainability
- Adopt and advance outcomes related to client access to capital, job creation, and company growth

### **Operations & Performance**

- Lead center operations to meet or exceed annual performance and business impact goals
- Manage budgets, contracts, and resource allocation
- Supervise, train, and evaluate staff and contracted advisors; foster a high-performance, results-oriented team culture
- Develop and manage the center's annual work plan in alignment with NorCal SBDC strategic priorities
- Ensure compliance with SBA, GO-Biz, and grant requirements, including accurate reporting and data tracking

### **System & Regional Coordination**

- Coordinate closely with NorCal SBDC regional headquarters and Cal Poly Humboldt Sponsored Programs Foundation
- Participate in regional planning, meetings, and leadership activities
- Represent East Bay regional interests within the broader SBDC network

## **KNOWLEDGE, SKILLS & ATTRIBUTES**

*The ideal candidate brings:*

- Strong understanding of entrepreneurial ecosystems, capital access, and regional economic development
- Proven experience in business development, partnership building, or external-facing leadership roles

- Demonstrated ability to build trust and credibility with senior-level executives, lenders, and public-sector leaders
- Experience delivering or overseeing advisory services, consulting, or client-based programs
- Excellent public speaking, communication, and relationship-management skills
- Strong operational, project management, and performance-management capabilities
- Budget management experience and comfort working in grant-funded environments
- Experience with or interest in institutional fundraising and sponsorship development
- Proficiency with common productivity tools and client management systems

## **PREFERRED QUALIFICATIONS**

*Preference will be given to candidates who demonstrate the following:*

- A Master's degree in business, economics, education, communications, or a closely related field; or an equivalent combination of education and experience.
- Prior experience working for a Small Business Development Center.
- Prior direct business consulting, training or teaching experience.
- Prior experience working within the business community, economic development programs, and/or small business ownership.

## **MINIMUM QUALIFICATIONS**

- A Bachelor's degree in business, economics, education, communications, or a closely related field; or an equivalent combination of education and experience.
- At least five years of management-level experience.
- Must be able and willing to travel overnight multiple times per year.

## **APPLICATION PROCESS**

*Qualified applicants should submit the following items via email to [careers@norcalsbdc.org](mailto:careers@norcalsbdc.org)*

1. Cover letter
2. Résumé
3. Three professional reference contacts
4. [Cal Poly Humboldt SPF Employee Information Form for Applicants](#)

**Position will remain open until filled. Apply before February 10, 2026 5pm to be included in the first round of application reviews.**

## **ADDITIONAL INFORMATION**

This position requires regular travel throughout Northern California and includes occasional evening and weekend commitments. A competitive benefits package is offered, including retirement, health, dental, and vision coverage.

While long-term continuation is anticipated, all NorCal SBDC positions are contingent upon continued state and federal funding. This is not a state or federal position.

Cal Poly Humboldt Sponsored Programs Foundation is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, age, sex including sexual orientation and gender identity, national origin, disability, protected Veteran Status, or any other legally protected status. More information about Cal Poly Humboldt SPF's Equal Employment Opportunity hiring can be found [here](#).

SPF adheres to the policy of employment at will, which permits the employer or the employee to end the employment relationship at any time, for any reason, with or without cause or notice as permissible by law. No SPF representative other than the Executive Director may modify at-will status and/or provide any special arrangement concerning terms or conditions of employment in an individual case or generally and any such modification must be in a signed writing.

Maintaining eligibility to work in the United States is a condition of employment. Cal Poly Humboldt Sponsored Programs Foundation does not sponsor visas for staff, management, or temporary positions.

For assistance with the application process, please submit an Accommodation Request Form, which can be [found here](#) or contact ADA Coordinator at 707.826.3626 or confidential fax at 707.826.3625. For more information regarding accommodation, you may also visit the Cal Poly Humboldt Human Resources website at <https://disability.humboldt.edu/>. Individuals in need of a telecommunications relay service may contact the California Relay Service at 877.735.2929 TTY.