

## SMALL BUSINESS / WE BUILD COORDINATOR

### DEFINITION

Coordinates small business outreach activities and develops opportunities for District residents through the We Build Program and other career programs on Los Angeles Unified School District's construction projects.

### TYPICAL DUTIES

- Assists in the development, marketing and execution of seminars and/or symposiums for contractors, architects, engineers, construction management professionals, and goods and service providers to increase competitiveness of the small business enterprise.
- Provides information to District personnel, community groups, business and trade organizations, education agencies, and the public concerning the procurement policies and procedures applicable to the Los Angeles Unified School District's Procurement Services and the Facilities Services Division.
- Meets with general contractors, sub-contractors, and the local trade unions to arrange job placement and apprenticeship enrollment for "We Build" graduates on Los Angeles Unified School District projects.
- Monitors the "We Build" Program's training programs at designated Division of Adult and Career Education Occupational and Skills Centers by reviewing trainee evaluations, skills progress, training track, and attendance records.
- Develops and maintains partnerships with District representatives, small businesses, trades unions, community and faith-based organizations, and local agencies to help support participation in the school building construction program and procurement services process including "We Build" students and graduates.
- Conducts work-site visits to evaluate the progress of the construction project and identify possible manpower needs.
- Refers participants to other social services support programs and agencies as case warrants.
- Represents the District's Small Business Enterprise at community events and meetings to provide information to prospective employers, small business owners, and other participants about eligibility requirements, training curriculum, business and contracting opportunities, and construction career opportunities with the District.
- Prepares publications, press releases, research and briefing documents, summary sheets, marketing materials, small business utilization summaries, and other reports.
- Develops and maintains master calendar for LAUSD's Small Business and Contractor Academy programs.
- Assists small businesses with navigating the certification process and working with offices within LAUSD to obtain information on upcoming bidding opportunities.
- Works closely with the small business community to increase awareness and attendance at the Small Business Advisory Council monthly meeting.
- Monitors specific projects in order to ensure compliance with the District's local worker participation mandate and small business participation goal.
- May counsel participants on performance concerns or attendance issues.
- Performs related duties as assigned.

## DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

A Small Business/We Build Coordinator assists in the development and coordination of the small business enterprise and develops career opportunities for District residents through the “We Build” Program on Los Angeles Unified School District’s construction projects.

The Small Business Manager directs the development and implementation of various outreach programs and activities to increase the contractor and labor pool of outside construction companies competing for LAUSD bond-funded construction, architecture, engineering, professional service contracts, and goods and service providers.

## SUPERVISION

General supervision is received from a higher-level administrator. Work direction may be exercised over lower-level personnel.

## CLASS QUALIFICATIONS

### Knowledge of:

- Pre-apprenticeship and State-governed apprenticeship training programs
- Procedures and entrance requirements for each local trade union’s apprenticeship program
- Available workforce development resources
- Potential employment barriers
- All applicable laws, regulations, and codes related to the Small Business Administration and apprenticeship employment
- Principles and practices of the construction and goods and service industry
- Project Labor Agreement (PLA) use in public works projects specifically pertaining to local hire and apprenticeship training

### Ability to:

- Establish and maintain effective working relationships with District personnel, governmental agencies, private organizations, and the community
- Work effectively with individuals from a variety of educational, socioeconomic, ethnic backgrounds and different age levels
- Work well under pressure within tight timeframes
- Exercise sound judgment
- Communicate effectively, both orally and in writing
- Prioritize multiple projects simultaneously
- Recognize, analyze, and deal effectively with problems and issues
- Operate a computer to enter data, maintain records, and generate reports
- Prepare and deliver oral presentations

## ENTRANCE QUALIFICATIONS

### Education:

Graduation from a recognized college or university with a Bachelor’s degree preferably in public administration, business administration, or a related field. Additional qualifying experience beyond that required may be substituted for up to two years of the required education.

Experience:

Three years of experience in community outreach coordinating with contractors, faith-based organizations, or other community organizations preferably in small business or workforce development that includes pre-apprenticeship and apprenticeship training and compliance with State-governed apprenticeship placements and requirements.

Special:

A valid California Driver License.  
Use of an automobile.

SPECIAL NOTES

1. Positions in this class are required to travel for the completion of assignments/events.
2. Positions in this class may be required to work flexible hours including evenings and weekends.

This class description is not a complete statement of essential functions, responsibilities, or requirements. Requirements are representative of the minimum level of knowledge, skill, and abilities. Management retains the discretion to add or change typical duties of a position at any time.

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