ASHEVILLE, NORTH CAROLINA

Classification Specification

Program Manager, Minority Business
Job Code: 8540
FLSA: Exempt

Purpose of Classification:

The purpose of this classification is to manage the City's minority business program to ensure small, minority, and women-owned firms are included in City contracting opportunities.

Distinguishing Characteristics:

This is a single level classification.

Essential Functions:

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.

Oversees, monitors and reports on the utilization of minority- and women-owned firms in City contracting: reviews and evaluates bidder proposals for compliance with City policies regarding inclusion; determines responsiveness in bids; reviews bid language to ensure incorporation of the City's Business Inclusion policy; audits bids for inclusion of minority- and women-owned subcontractor outreach; approves bids and contracts as appropriate; provides contractors and City staff with minority- and women-owned firms available; attends pre-bid meetings to explain program requirements; and develops and implements communications and marketing plans to maximize program participation.

Participates in policy and program development: assists in developing, writing, and updating Business Inclusion documents; develops procedures; evaluates program requirements and policies which may impact minority- and women-owned business; provides technical advice and recommendations to promote equitable policies, comply

with program goals and policies, and foster economic opportunities.

Plans and coordinates programs and activities: develops, reports, and implements programs and activities; provides counseling and advice to minority- and women-owned businesses; conducts meetings with community leaders; monitors and reports participation in programs and activities; and assists in developing and implementing new program processes and procedures.

Performs marketing and public relations duties: develops communications and marketing plan for contracting opportunities, events, and capacity building; prepares and makes presentations regarding program requirements and benefits; provides information and answers questions; and coordinates with and participates in various individuals, work teams, committees, and organizations, such as contractors, sub-contractors, small businesses, community-based resources, and local and regional governments.

Communicates with supervisor, other City employees, contractors, sub-contractors, minority- and women-owned business owners, the public, outside agencies and organizations, and other individuals as needed to coordinate work activities, review status of work, exchange information, or resolve problems.

Processes a variety of documentation associated with department/division operations, within designated timeframes and per established procedures: receives, reviews, prepares, completes, processes, forwards or retains as appropriate various forms, reports, correspondence, loan reports, cohort reports, utilization reports, contracts, presentation, program data, and other documentation; compiles data for further processing or for use in preparation of department reports; and maintains computerized and/or hardcopy records.

Operates a personal computer to enter, retrieve, review, or modify data, utilizing word processing, spreadsheet, presentation, Internet, e-mail, or other software; and operates general office or other equipment as necessary to complete essential functions.

Additional Functions:

Performs other related duties as required.

Minimum Qualifications:

Bachelor's Degree in Business, Economics, or a related field required; supplemented by three years of experience in business program development and implementation; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

Specific License or Certification Required: None.

Specific Knowledge, Skills, or Abilities: Must be able to demonstrate proficiency in performance of the essential functions and learn, comprehend, and apply all City or departmental policies, practices, and procedures necessary to function effectively in the position.

Performance Aptitudes:

Data Utilization: Requires the ability to evaluate, audit, deduce, and/or assess data using established criteria. Includes exercising discretion in determining actual or probable consequences and in referencing such evaluation to identify and select alternatives.

Human Interaction: Requires the ability to work with and apply principles of persuasion and/or influence over

others to coordinate programs or activities of a project, and resolve typical problems associated with the responsibilities of the job.

Equipment, Machinery, Tools, and Materials Utilization: Requires the ability to operate, maneuver and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions.

Verbal Aptitude: Requires the ability to utilize a wide variety of reference, descriptive, and/or advisory data and information.

Mathematical Aptitude: Requires the ability to perform addition, subtraction, multiplication, and division; ability to calculate decimals and percentages; may include ability to perform mathematical operations with fractions; may include ability to compute discount, interest, and ratios; may include ability to calculate surface areas, volumes, weights, and measures.

Functional Reasoning: Requires the ability to apply principles of influence systems, such as motivation, incentive, and leadership, and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.

Situational Reasoning: Requires the ability to exercise judgment, decisiveness and creativity in situations involving the evaluation of information against sensory, judgmental, or subjective criteria, as opposed to that which is clearly measurable or verifiable.

ADA Compliance:

Physical Ability: Tasks require the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or workstation.

Sensory Requirements: Some tasks require the ability to perceive and discriminate colors or shades of colors, sounds, and visual cues or signals. Some tasks require the ability to communicate orally.

Environmental Factors: Essential functions are regularly performed without exposure to adverse environmental conditions.

The City of Asheville is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.