



Full Time Position

KNOWLEDGE & SUPPORT ANALYST - NYC BUSINESS EXPRESS

AGENCY DESCRIPTION:

The Department of Small Business Services (SBS) is--like the people and companies it serves--a vibrant, client-centered Agency whose mission is to serve New York's small businesses and commercial districts. SBS makes it easier for companies in New York City to form, do business, and grow by providing direct assistance to business owners, promoting commercial districts, preparing New Yorkers for jobs and linking employers with a skilled and qualified workforce. SBS is quickly becoming one of the most respected and dynamic Agencies in the City, and continues to reach for higher professional standards through innovative systems, new approaches to government, and a strong focus on its employees.

NYC Business Express Unit Description:

NYC Business Express is a one-stop online tool for the license, permit, tax, and incentive information and applications that businesses need in New York City, no matter their size or type. In December 2006, SBS, in partnership with the City's technology Agency, the Department of Information Technology and Telecommunications (DoITT), launched the first version of NYC Business Express (www.nyc.gov/BusinessExpress).

NYC Business Express has grown considerably since its launch. Now a 20+ Agency initiative, with substantial functionality already in place, NYC Business Express makes starting, operating, and expanding a business in NYC clearer, faster, and simpler.

Subsequent releases of NYC Business Express will phase in additional functionality and support for additional business types throughout 2009, 2010, and beyond, so that:

- All types of businesses that are regulated by the City of New York are served, with complete coverage of all industry sectors relevant to NYC.
- Business customers can apply and pay online for the most common permits, licenses, and certifications, from multiple Agencies.
- Business customers can monitor changing compliance requirements, receive online notices of renewals, processes, violations, and other key data, pay their outstanding balances, and manage these transactions through their NYC Business Express customer accounts.

JOB DESCRIPTION:

SBS seeks an NYC Business Express Knowledge and Support Analyst to play a key role in the development of NYC Business Express. Under the supervision of the NYC Business Express Executive Director of Knowledge and Content Management, the Analyst will be responsible for:

- **Measure and Evaluate Data:** Collect, document, analyze and report on usage of the NYC Business Express website. Identify typical businesses in New York City and create scenarios that define their requirements. Document the steps involved in starting and operating businesses in the City of New York and the impact NYC Business Express has on the reduction of these steps.
- **Collect and Synthesize Feedback:** Collect, document, analyze and report on active and passive user feedback and other relevant metrics, via focus groups, surveys, and internal metrics, to inform continuous process and application improvements. Conduct user testing, develop communications that solicit and respond to user feedback, and identify relevant data to collect from NYC Business Express users to make informed decisions about changes to the site.
- **Train and Support:** Synthesize and document NYC Business Express related processes to create and maintain training materials that are clearly written and easy to follow, and to conduct training sessions. Present functionality changes to NYC Business Solutions and other customer services staff to ensure that they can accurately provide support to clients using the site.

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- **Monitor Operations Support For NYC Business Express:** Understand and monitor the support mechanisms arrayed to support NYC Business Express – inside of SBS and across City Agencies. Develop metrics for determining effectiveness of support tools and media developed / deployed to support NYC Business Express.
- **Promote:** Provide overview presentations to business owners and other interested stakeholders, as appropriate, to introduce and obtain feedback about NYC Business Express.
- **General Project Support:** Collaborate with project team members, support meetings, and update project plans.

PREFERRED SKILLS / KNOWLEDGE:

The ideal candidate will have the following skills and characteristics:

- Excellent MS Office skills: MS Word, MS Excel, MS PowerPoint, MS Visio, MS Project and MS Outlook
- Ability to produce thorough, accurate, and clear documentation and training materials
- Strong training and presentation skills
- Strong writing, editing and verbal communication skills
- Strong and demonstrable analytical skills
- Excellent organizational and time management skills
- Experience developing / executing test plans
- Experience or aptitude for marketing and / or design
- Ability to work well in a team environment
- Experience with QA testing or web development
- Familiarity with City, State, and Federal Agencies and regulatory entities, with emphasis on their regulatory roles vis-à-vis business formation, operation, physical plant development, contracting, taxation and financing
- Entrepreneurial or small business experience
- Foreign language skills a plus

QUALIFICATION REQUIREMENTS:

1. A baccalaureate degree from an accredited college/university and at least one year of professional experience OR
2. A master's degree from an accredited college/university in business, public administration, public policy, economics, finance, management science, operations research, statistics, marketing or a closely related field.

Salary range for this position is: \$40,000 - \$45,000 per year

To apply, **please email** your resume and cover letter including the following subject line:
Knowledge & Support Analyst to:

careers@sbs.nyc.gov

If you do not have access to email, mail your cover letter & resume to:
NYC Department of Small Business Services /Human Resources Unit
110 William Street / New York, New York 10038

NOTE: ONLY THOSE CANDIDATES UNDER CONSIDERATION WILL BE CONTACTED.

NYC RESIDENCY IS REQUIRED WITHIN 90 DAYS OF APPOINTMENT