



## Full Time Position

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### STRATEGIC PLANNING SENIOR ASSOCIATE

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#### **AGENCY DESCRIPTION:**

The New York City Department of Small Business Services (SBS) is 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 start, operate, and expand by providing direct assistance to business owners, supporting commercial districts, promoting financial and economic opportunity among minority- and women-owned businesses, preparing New Yorkers for jobs, and linking employers with a skilled and qualified workforce. With a staff of 300 employees and a budget of \$190 million, SBS is quickly becoming one of the most respected and dynamic agencies in the City. SBS continues to reach for higher professional standards through innovative systems, new approaches to government, and a strong focus on its employees.

The Strategic Planning unit is a team of analysts and strategic thinkers that serve the people and programs of SBS by providing the information and tools they need to effectively manage, improve, and grow each unit's impact on its customers. The Unit has three primary responsibilities:

- **Service Design and Development** – Enable the design, development, and improvement of services provided to business customers based on the collection, synthesis and analysis of data
- **Organizational Planning and Design** – Lead strategic planning and goal setting efforts across the Agency
- **Strategic Communications** – Benchmark and communicate Agency performance and programs towards achieving goals to SBS' Senior Leadership, City Hall, Agency Staff and the Public

#### **JOB DESCRIPTION:**

The Strategic Planning Unit seeks a highly-motivated Senior Associate who will support the Executive Director and lead key projects in line with the unit's strategic objectives. His/her primary responsibilities will be as follows:

##### **Analysis**

- Drive quantitative and qualitative data analysis projects in order to provide on-going market and customer research to individual business units.
- Work with the leadership of individual business units to identify the appropriate research questions, define the scope of project, conduct the relevant data analysis and tests, present the findings, and generate programmatic recommendations for the project sponsor.
- Determine which data are needed for specific analyses and identify internal and external data sources.
- Design, conduct, and synthesize primary research via focus groups and customer interviews.

##### **Project Management**

- Manage on-going research projects (quarterly focus groups, surveys, data updates) and provide updated data and recommendations to business unit leaders on a consistent basis.

##### **Strategic Communications**

- Maintain and report the metrics that will be used to measure the Agency's performance and progress.
- Present reports containing findings, recommendations and implementation plans to an executive level audience.
- Interface and communicate effectively with a diverse array of internal and external contacts.

##### **Technology**

- Determine how the Strategic Planning Unit can leverage technology to better collect and use data to inform decision making (ex. Agency Intranet), taking into account strategic, operational, and other issues.
- Manage Agency Intranet content for the Strategic Planning Unit.

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### The Ideal Candidate Will Have Several of These Preferred Skills and Characteristics:

- Outstanding presentation, writing, and communications skills (writing sample required).
- Strong work ethic and attention to detail.
- Ability to organize and drive projects to timely completion.
- Outstanding analytic, problem-solving, and creative thinking abilities.
- A willingness to tackle difficult and complex problems.
- Comfort in using numbers for the purpose of analysis.
- Basic understanding of strategy, operations, and general business terms and language.
- Experience in project planning and program management, integrating policy development and implementation.
- Ability to work well in a team
- Proficient in MS Office Applications including MS Excel, MS Powerpoint
- Familiarity with MS Visio and MS Access. Familiarity with Siebel and other statistical applications (Stata, SPSS, SAS) a plus.
- Foreign language skills a plus.

### QUALIFICATION REQUIREMENTS:

1. A Bachelor's Degree from an accredited college in business, public policy, economics, finance, accounting, management science, operations research, statistics, marketing or a closely related discipline AND 2-3 years of professional experience that clearly demonstrates a proven ability to utilize the preferred skills and characteristics referenced above. OR
2. A Master's Degree in business, public policy, economics, finance, accounting, management science, operations research, statistics, marketing or a closely related discipline AND professional experience that clearly demonstrates a proven ability to utilize the preferred skills and characteristics referenced above.

**Salary range for this position is: \$45,000 - \$55,000 per year**

To apply, **please email** your resume and cover letter including the following subject line:  
**Strategic Planning Senior Associate** to:

**[careers@sbs.nyc.gov](mailto:careers@sbs.nyc.gov)**

If you do not have access to email, please mail a 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**