

Thurston Economic Development Council
4220 6th Ave SE Lacey, WA 98503



Position Description: PTAC Counselor for Pierce County Navigator Initiative

Position Open Date: December 10, 2021

Position Title: Procurement Technical Assistance Advisor

Instructions: Please submit a cover letter and resume to office@thurstonedc.com no later than January 4, 2022. Resumes that are missing cover letters may not be considered.

Position Purpose: The Pierce County region is home to a significant amount of government agency buying activity including Joint Base Lewis McChord, Naval Base Kitsap, US National Park Service, the Veterans Administration, the General Service Administration, and state and local government to name a few. These agencies purchase a wide array of products and services each day, representing a significant opportunity for businesses in our region. Navigating government contracting regulations and procedures can be a daunting task. The Procurement Technical Assistance Advisor helps businesses understand how to find, bid, win, and perform on government contracts so that they can diversify their customer base and create jobs.

This position is unique to the EDC in that it is funded by Pierce County's Community Navigator Program which is funded as a Disaster Prevention and Relief program under the American Rescue Plan Act and Pierce County Ordinance #2021-91. This position will work closely with the existing network of Procurement Technical Assistance Center Advisors in Pierce, Thurston, and around the state. This economic development community navigator model will reach, support, and sustain underserved small businesses in our region, focused on those owned by Black, Brown, and Indigenous People of Color (BIPOC), women, veterans, and rural businesses. Utilizing an inclusive hub and spoke model that connects the cultural knowledge of community nonprofits to small businesses in Pierce County, this program will strengthen the economic health of our region, fostering a more connected entrepreneurial ecosystem through direct services, trusted partnerships, and community learning.

Using a "hub and spoke" model, with COUNTY serving the central organizing "HUB" and providing leadership and administrative services, approximately seven "SPOKE" organizations will utilize their extensive networks to help 3,500 BIPOC, women, rural, and veteran-owned businesses during the two-year program and across all SPOKES. One of the SPOKES is the Thurston EDC staffed by the Procurement Technical Assistance Advisor.

Through meetings, trainings, events, and other communications, SPOKES will also increase their connection and communication with other SPOKES contracted under this program. Working together, HUB and SPOKES will help build a stronger business eco-system for all communities in Pierce County. The performance period for providing services under this contract is through December 31, 2023. After the conclusion of the Navigator program funding from its current source, it is everyone's intent that the program/position continue with other sources in perpetuity.

About the Organization: The Thurston Economic Development Council (EDC) is a private non-profit organization, governed by a 24 member Board of Directors. As the lead economic development organization in Thurston County our mission is to create a vital and sustainable economy throughout the county and region that supports the livelihood and values of our residents. We do this by:

- Connecting local businesses with experts and resources that help them remain competitive,
- Creating and delivering strategic messages that attract new investment to our community
- Working with our community partners to enhance our collective prosperity

Position Responsibilities:

- Train and Guide businesses through the process of finding, bidding, and performing on government contracts and sub- contracts
- Train and Guide businesses through the process of assessing their capacity/suitability for government contracting
- Conduct outreach to businesses throughout Washington State about government contracting opportunities with federal, state and local governments as well as prime contractors. Outreach to small, women owned, minority owned, rural, and veteran owned businesses is a critical part of our work plan.
- Assist businesses with government registrations (i.e. www.sam.gov) and certifications (SBA’s Hubzone, 8a, etc) related to selling to the government, finding opportunities, marketing to government buyers, bidding, getting paid, proposal development, interpretation of regulations, and more. Assistance is provided primarily through workshops and one-on-one counseling with the businesses by phone, in person or by email
- Coordinate workshops and events that increase knowledge of government contracting
- Attend outreach events to ensure awareness of PTAC services
- Review and disseminate bid opportunities and subcontracting opportunities to clients
- Develop and maintain relationships with federal, state and local government agencies and prime contractors
- Develop and maintain relationships with other business resource providers throughout the region.
- Meet or exceed program goals for number of counseling sessions, events, etc. Keep counseling reporting database up to date at least weekly.
- Collaborate with PTAC counselors throughout the state and region to share best practices
- Complete training courses that are relevant to the needs of clients and attend training events as budget allows.
- Other duties as assigned

SPOKE Organization Responsibilities

As the lead staff for the Thurston EDC Community Navigator Program (a SPOKE organization), you will help ensure the following requirements are met:

- Function as a community leader amongst the represented sector(s);
- Ensure clear communication between the sector represented and the Program;
- Over the full performance period, the goal is to reach out to a minimum of 500 businesses unique to the Navigator Program, drawn from the spheres of influence the SPOKE represents with a focus on BIPOC, veteran, rural and women owned small businesses;
- Provide coaching, business mentorship programs and access to business networks to help businesses in the program increase public marketplace sales and revenues.
- Provide referrals to linguistically and culturally knowledgeable experts such as CPAs, attorneys, or other professionals to offer counseling for entrepreneurs in underserved

- communities; HUB will contract with such professionals separately and outside of this contract;
- Conduct focused, grassroots outreach including in-person visits, phone calls, texts, emails, and other forms of engagement and outreach;
 - Provide in-language technical assistance.
 - Collect client data in accordance with required metric collections outlined below and furnish such information to the HUB for additional analysis and reporting in a timely manner.
 - Submit weekly activity data reports to the HUB;
 - Support the program's mission;
 - Attending SPOKE partner meetings and SPOKE leadership meetings, which are held on an agreed upon frequency with HUB. SPOKE partner meetings are intended for the Business Outreach Specialist for each SPOKE to meet with the HUB Project Lead on a weekly basis for consistent communication amongst the SPOKES. SPOKE leadership meetings are intended for the SPOKE leadership representative to meet with the HUB leadership for overall program review;
 - Work to amplify communications via earned and paid media and leverage other trusted partners.
 - Contribute to the strategic planning process to create a sustainable business support network that extends beyond the scope of this two-year contract.
 - Coordinate with HUB for approvals outlined in the terms and conditions such as use of Pierce County logo or budget modifications prior to moving forward with any changes;
 - Meet the performance requirements and maintain adequate records;
 - Focus on reaching or exceeding agreed upon goals for participation in aid and technical assistance programs by people from BIPOC, veteran, rural and woman owned small businesses.

Required Skills and Experience:

- Ability to develop strong, meaningful relationships with referral sources and other program stakeholders.
- Knowledge of or ability to quickly learn business and government contracting principles and how to apply them to the client business success strategy.
- Strong computer skills to research government marketplace and navigate registrations and online government systems
- Ability to manage multiple tasks and projects
- Ability to listen critically to identify needs and solve problems
- Strong, professional written communication skills
- Strong verbal communication skills, including public speaking in front of large and diverse audiences
- Ability to take complicated material and create concise curriculum for adult learners
- Resourcefulness – you will frequently have to research answers to clients' questions with little direction
- Work well within a team environment and collaborative approach to work
- Proficiency with Microsoft Word, Outlook, and Excel

Annual Salary Range: \$62,000 - \$69,000.

Preferred Experience:

- Experience providing assistance to small businesses and/or
- Experience working within a business that sells to the government and/or
- Experience as a contracting officer for a government agency

Working Conditions: Professional office environment - Daily use of computer required. Some travel by automobile is required throughout service area of Pierce County. EDC has a strong team approach to delivering products and services to the community and businesses. The successful candidate should be comfortable with this type of collaborative working environment.

Thurston EDC is an equal opportunity employer and does not discriminate against an employee or client on the grounds of race, creed, color, national origin, age, sex, marital status, veteran status, sexual orientation or the presence of any disability.

This is a full-time salaried position that is exempt from overtime. All full time employees are offered a benefits package that includes medical, dental, vision, paid vacation and holidays and a matching retirement plan.

Thurston EDC is located in Lacey, WA. Note that the location of the Pierce County office is still being determined at this time.