



Job Title: Director of Small Business Development

Location: Birmingham, AL (Hybrid: on-site and remote; regular local travel required)

Type: Full-Time Employee

Reports To: Executive Director

Organization: Entrepreneurship Center for Growth and Excellence

Compensation & Schedule

- Annual Compensation: \$90,000–\$98,000 annually
- Schedule: Full-time; hybrid work model with regular local travel throughout Birmingham neighborhoods and commercial corridors
- Evening/weekend hours and after hours may be required to support events and convenings and are a natural part of this job.
- Health Insurance and Paid Time off (PTO) or sick leave

About the Organization

The Entrepreneurship Center for Growth and Excellence exists to strengthen neighborhood-based economies by supporting small businesses and entrepreneurs in Birmingham. Our work is grounded in listening first—understanding real business needs and responding with practical, data and community-centered solutions.

This position will support the EC as part of the Reinvest Birmingham federal grants program.

Position Summary

The Director of Small Business Development is responsible for developing, operationalizing, and continuously improving a robust and effective community engagement strategy for the Entrepreneurship Center for Growth and Excellence (EC). This strategy prioritizes the collection of real-time business insights to ensure EC data is current and actionable—informing program and service deployment in the market.

The Director provides day-to-day leadership and ensure consistent field engagement, high-quality data capture, and strong follow-through before and after meetings. The Director also will manage the Customer Relationship Management technology platform responsible for managing, maintaining and operating the system to include developing reports for grant reporting and storytelling, and ensuring that all team engagement is tracked for the EC.

The ideal candidate is detail oriented, organized, a team player, a person of high integrity, and committed to executing with excellence with the ability to provide leadership and possess the ability to take direction from senior management.



Key Responsibilities

- Develop and maintain a Birmingham-focused community engagement strategy that drives consistent, structured outreach to entrepreneurs, business owners, and stakeholders across priority corridors and neighborhoods.
- Implement standardized methods and tools (surveys, interview guides, and CRM workflows) to capture both quantitative and qualitative business insights
- Establish feedback loops so field insights directly inform program design, partner alignment, and program/service deployment decisions.
- Produce recurring insight deliverables (e.g., monthly trend summaries, corridor snapshots, quarterly market insights briefings) for leadership and stakeholders.
- Serve as CRM product owner and administrator—overseeing continuous improvement in partnership with the CRM vendor as applicable.
- Train and support team members on CRM usage and data-entry expectations for accuracy
- Ensure all team engagement (touchpoints, needs, referrals, follow-ups, outcomes) is consistently logged in the CRM to keep Center data current.
- Run and validate reports to support grant reporting, compliance requirements, internal performance dashboards using CRM data.
- Provide supervision, coaching, and performance management when needed
- Promote a culture of excellence, integrity, accountability, innovation, and collaboration.
- Assist in identifying and building business resources for specific business needs and strengthening relationships with service providers to improve referral pathways.
- Prepare and present decision-ready reports and insights for Center staff and leadership
- Collaborate with internal team members and external partners to support the execution of programs and initiatives informed by business intelligence.
- Attend in-person and virtual community events as appropriate to strengthen visibility and relationships.

Required Qualifications

- Bachelor's Degree and at least 3-5 years of relevant work experience in a business-based, programming or management discipline.
- Demonstrated leadership experience in community engagement, ecosystem building, entrepreneurship support, or a related field.
- Strong understanding of small business/entrepreneur needs and common barriers; ability to translate needs into coordinated supports.
- Proven ability to build and sustain professional relationships with business owners and service providers.
- Exceptional organization and attention to detail; ability to manage complex workflows and multiple priorities.
- Metrics-driven mindset with demonstrated ability to track, analyze, and report outcomes.



- Strong digital fluency and experience managing or administering a CRM and driving adoption across a team.
- Excellent written and verbal communication skills, including presenting to internal stakeholders.
- Ability to take initiative, adapt to shifting priorities, and operate as a collaborative team leader.

Preferred Qualifications and Experience

- Experience producing grant reports and impact data dashboards using digital and technological CRM-derived data. This person should be extremely comfortable with
- Experience facilitating partner convenings and coordinating cross-organizational work groups.
- Familiarity with community engagement strategies and neighborhood-based outreach models.
- Self-motivated with the ability to work independently and make decisions using an analytical approach to resource planning with a systems mindset.
- Clear communication, timely reporting, and mutual accountability are essential to success.
- Experience supporting entrepreneurs and/or small business owners through referrals, coaching navigation, and technical assistance pathways.

Interested Candidates Should:

Email all submission to: connect@ecbham.com by August 20, 2026

Subject line: Applying for Director of Small Business Development” and First and Last Name;

Completed Submissions include:

- Resume
- Cover letter
- Links to any relevant community projects or portfolios
- Three professional references

