



## **APPALACHIAN HATCHERY BUSINESS RETENTION AND EXPANSION PROGRAM**

### **Business Outreach Specialist for the Advantage Valley Region**

#### **Position Overview**

The Appalachian Hatchery (AH) project is designed to support business retention and expansion in a 20 county area of the state. Funding for this project has been awarded to the Robert C. Byrd Institute (RCBI) at Marshall University. As a partner in RCBI's AH project, Advantage Valley Inc. has secured funding for three years to place business outreach specialists in the offices of the Charleston Area Alliance, Putnam County Development Authority, and Huntington Area Development Council. These specialists will provide technical assistance and support to manufacturers and other companies impacted by the decline of the coal industry. In addition, the specialists will support new entrepreneurial development and business formations.

#### **Advantage Valley**

The Advantage Valley region is comprised of those counties that are included in the Charleston and Huntington MSAs. The organization's mission is to foster and facilitate regional growth and advancement opportunities for businesses, communities and residents. As a regional organization, our work is driven by the partnerships we have created at the local levels. Our work is conceptualized regionally but executed locally through such organizations as the Charleston Area Alliance, Putnam County Development Authority, and Huntington Area Development Council.

#### **Specific Duties**

1. Identify coal supply chain companies: Work with RCBI to map the supply chain and their related sectors in the three county area. RCBI has an extensive manufacturing database that can be accessed to identify companies by NAICS codes that are within the supply chain. The business outreach specialists will fact check the location and existence of these companies at the county level, and will make an initial contact to determine their interest in the program.
2. Improve the economic viability of at least 50 businesses per year by undertaking the following:
  - a) Provide Intensive Business Coaching: Provide intensive one-on-one assistance to companies that have been severely impacted by the decline in the coal industry with a priority being those who are in the supply chain to the coal industry. The specialist will be integrally involved in understanding the company's core competencies and weaknesses and will help the company to:
    - Identify new markets or products and/or services that the business can develop to adapt to the changing marketplace.
    - Access technical resources to retool the company to develop a mix of new products and services.



- Access capital to implement required changes to equipment, facilities and operations.
- Access workforce development resources that may be required to train employees on new processes.
- Develop new marketing strategies to reach customers including domestic and foreign markets.

b) Establish Linkages to Technical Resources: The specialist will be required to tap into a myriad of available technical and financial resources around the state to provide assistance to their clients including but not limited to:

- RCBI provides a full range of the latest, state-of-the-art and state-of-the-market computer-controlled manufacturing equipment in addition to revolutionary, leading edge Additive Manufacturing technologies.
- BridgeValley Community and Technical College: Bridge Valley provides a number of custom training programs for industry and their employees.
- Capital Access Programs: There are several agencies that provide access to various types of capital resources needed to restructure company debt, provide operating growth, purchase equipment, or make improvements, including one that is being developed by Advantage Valley specifically for this program.
- WV Development Office (WVDO): Assistance programs include:
  - The Small Business Development Center (SBDC)
  - The International office will play a crucial role in supporting those clients who are interested in exploring global markets.
  - The Governor's Guaranteed Workforce Program will be called upon for financial support to pay for employee training.

3. Assist in the Development of a Business to Business Manufacturing Network: The specialist will work closely with RCBI's program coordinator for their 21<sup>st</sup> Century Manufacturing Network to assist in the development of a statewide manufacturing network that will link companies to institutional and corporate entities and will allow all companies to have access to the same level of information on bid opportunities and local options for purchasing.

4. Assist in the development of new business formations by working with local and state efforts to attract and grow investment in the region.

4. Participate in regular meetings and trainings with other business outreach specialists in the region to share information and resources.



5. Prepare reports as required to satisfy grant funders.

**Qualifications**

Contractors should have experience in one or more of the following:

- Business management, preferably in the manufacturing sector
- Business marketing
- Business analysis
- Banking or the finance sector
- Local economic development

Those who have a background working in manufacturing, business services, or banking industries may be well suited for this position, as well as those who have a background working for a small business development program. In addition, candidates must possess excellent communication, project management, analytical and problem solving skills.

This is a contract position with secure funding for a three year period. Candidates should be prepared to start no later than August 1, 2017.

To be considered, submit a cover letter and resume by no later than 4:00p.m. on Friday, June 30, to:

Advantage Valley

Terrell Ellis, Executive Director

[tellis@te-associates.com](mailto:tellis@te-associates.com)