CALIFORNIA High-Speed Rail Authority

Job Description

Position Details

Classification:
Analyst II

Office:
Administration

Working Title:
Small Business Outreach Coordinator

Location:
Sacramento

Position Number:
311-280-5393-001

HR Approval Date/Initials:
04/07/2026 MP

CBID/Bargaining Unit: R01	Work Week Group: 2	Tenure: Permanent	Time Base: Full-time

Job Description Summary

Under general direction of the Supervisor II (Small Business Advocate), the Analyst II is responsible for assisting the SB Advocate by providing oversight, planning and implementation of statewide Small Business Outreach activities to assist in reaching the California High-Speed Rail Authority's (Authority) goals for Small Business (SB) participation. The Analyst II serves as a subject matter expert on the Small and Disadvantaged Business Enterprise Programs and state government contracting. The incumbent establishes relationships with small businesses, conducts presentations, and assists the SB Advocate with administering the Small Business Program.

Duties

Percentage
Essential (E)/Marginal (M)

35% (E) **SB Outreach Events Management**

- Plans, coordinates, and hosts Small Business (SB) Certification and "Meet the Primes" matchmaking events; acts in a lead capacity to arrange speakers, moderate panels, and conduct SB outreach to drive event attendance and matchmaking participation.
- Takes the lead in preparing for speaking events, like panels and workshops, to teach local small businesses about the Small Business (SB) Program and share upcoming government contract opportunities, as guided by the SB Advocate.
- Conducts complex research and analysis to prepare for speaking engagements and prepare educational information and materials.
- Staffs' informational booths at state and local partner sponsored events and technical workshops, including facilitating virtual and

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in-person meetings and workshops.
- Partners with Department of General Services, CalTrans, and various resource partners to coordinate and manage Certification Workshop logistics.
- Co-host outreach events with local, state, federal and various resource partners as appropriate.
- Participates in the pre-bid conferences and industry forums to explain the Authority's Small Business Program requirements related to the solicitation.
- Collaborates with Regional Information Officers to coordinate and discuss outreach activities.
- Frequent Statewide travel to small business outreach events, conferences, and workshops.
- Assists with planning and coordinating outreach events on a quarterly basis.
- Assists the SB Advocate in preparing for and participating in the planning process for the annual SB event.

25% (E) **SB Outreach Plan and SB Documentation Writing**

- Analyzes and contributes critical information to the annual SB Outreach Plan. Completes analytical research, reports, documentation, and support for the plan as directed.
- Creates material and/or questions for SB outreach events, pre-bid conferences, and industry forums for robust panel discussions or to conduct meaningful analysis and research.
- Assists with updating and creating processes for the SB Procedural Manual.
- Creates content, including stories, and prepares draft articles for SB Newsletter columns; collaborates with Authority staff on eblast publications and contributes to other written products.
- Writes and analyzes other documents for the SB Branch as required.

15% (E) **SB Website Oversight**

- Responsible for analyzing all content, attachments and links on SB Program Website, ensuring they are current and valid. Works with Authority staff when necessary to ensure transparent and accurate data is being shared with the public.
- Works with other Authority staff to create content and new pages for SB educational purposes.
- Assists in development of all SB content for website including creating documents, flyers, presentations, and recording videos.

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- Prepares draft and final versions of power point presentations and educational videos related to small business opportunities that will be published on the SB website.

15% (E) **Internal and External Collaboration**

- Reviews and provides status reports to Authority staff, including the Weekly Activity Report (WAR) for Agency.
- Assists the Small Business Outreach Specialist with tracking, updating, and cultivating existing and new partnerships
- Coordinates all Authority-hosted outreach activities with local partners.
- Works with internal staff to find SB and Disabled Veterans Business Enterprise (DVBE) for Request for Proposal (RFP)
- Assists prime contractors to identify potential small business sub-contractors.
- Manages customer inquiries from the Authority's email boxes and phone lines and manages the Connect HSR database.

5% (E) **Reporting**

- Assists in preparing SB related content for the monthly Program Delivery Status Report (PDSR) and Program Delivery Committee (PDC) meeting.
- Makes connections with attendees at outreach events, gathers attendee information for the SB database.
- Updates SB participation number and outreach material on the SB Program for management.
- Manages the ConnectHSR database, updates vendor profiles upon request, and tracks and monitors the number of new vendor registrations monthly.

5% (M) **Miscellaneous**

- Performs other job-related duties as required

Special Requirements

The checked boxes below indicate any additional requirements of this position.

License Required	Conflict of Interest (COI)	Bilingual Required	Contract Manager	Medical Required
Yes ☐ No ☒	Yes ☐ No ☒	Yes ☐ No ☒	Yes ☐ No ☒	Yes ☐ No ☒
Type:		Language:		

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Other Special Requirements Information:

Knowledge and Abilities

Knowledge of: Principles, practices, and trends of public and business administration, management, and supportive staff services; government functions and organization; and methods and techniques of effective conference leadership.

Ability to: Reason logically and creatively and utilize a variety of analytical techniques to resolve complex governmental and managerial problems; develop and evaluate alternatives; analyze data and present ideas and information; consult with and advise administrators or other interested parties on a wide variety of subject-matter areas; gain and maintain the confidence and cooperation of those contacted during the course of work; coordinate the work of others, act as a team or conference leader; and appear before legislative and other committees.

Desirable Qualifications

- Knowledge of principles and techniques of establishing and maintaining good relations with the public stakeholders.
- Knowledge of techniques of preparing, producing, and disseminating information to stakeholders, partners and the general public.
- Knowledge of federal and state contracting requirements goals and utilization for small, disadvantaged and disabled veteran owned businesses, California State Government and principles of public administration.
- Excellent communication and organization skills, both orally and written including emails, written reports and summaries, presentations, and trainings.
- Excellent attention to detail and analytical skills.
- Interpersonal skills and customer service oriented.
- Experience in event planning and/or public speaking events.
- Experience researching and gathering data.
- Experience in the development and facilitation of trainings or presentations.
- High level of organizational skills and processes proficiency.
- Experience working in a fast-paced environment with the ability to manage multiple high-priority tasks or projects within established timelines.
- Experience working with small, disadvantaged, and disabled veteran business programs.
- Knowledge of various computer software applications such as Microsoft products (Excel, Word, PowerPoint, Power BI, Outlook, and Teams) and SharePoint.
- Ability to perform routine or detailed work in order to learn the practical application of administrative principles and work independently.

Supervision Exercised Over Others

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The position does not supervise.

Public and Internal Contacts

The incumbent will have frequent contact with businesses, non-profit organizations, stakeholder groups, and the general public by telephone or in person. The incumbent may also have contact with various internal and external entities, including, but not limited to, advocate groups, subcontractors, small businesses, as well as various Authority managers, supervisors, and staff.

Responsibility for Decisions and Consequence of Error

The incumbent is responsible for the oversight of functions for carrying out the DBE/SB/DVBE outreach activities. Untimely decisions could delay and/or create an inability to award contracts Errors in judgement or untimely decisions in any of these areas could result in not achieving Authority goals.

Physical and Environmental Demands

While working on-site, the incumbent works in a professional office environment, in a climate-controlled area which may fluctuate in temperature and is under artificial light. The incumbent will be required to use a computer, mouse, and keyboard, and will be required to sit for long periods of time at a computer screen. Employee must be able to focus for long periods of time, multi-task, adapt to changes in priorities, and complete tasks or projects with short notice. Employee must develop and maintain cooperative working relationships and display professionalism and respect for others in all contact opportunities.

Working Conditions and Requirements

a. Schedule: Flexible schedules may be available for this position. Specific schedules will be set between the supervisor and the employee.
b. Telework: Telework is available for this position for California residents based on the requirements of this position.
c. Travel: This position frequently travels statewide to conduct presentations to stakeholders, the public, and Authority staff and responsiveness to the public and public meetings outside of normal business hours.
d. Other: N/A

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Acknowledgment and Signatures

I have read and understand the duties listed above and can perform them with/without reasonable accommodation (RA). (If you believe you may require RA, please discuss this with the hiring supervisor. If you are unsure whether you require reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the RA Coordinator.)

Incumbent Printed Name:	Signature:	Date:

I have discussed the duties with and provided a copy of this duty statement to the incumbent named above.

Supervisor Printed Name:	Signature:	Date:

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