Context
Come join a University Wisconsin-Extension team that is helping Wisconsin compete in the global marketplace by embracing and utilizing broadband. Our motto is simple and straightforward: “We engage, educate, and train”. We work with local leaders around Wisconsin, most notably in rural parts of the state. Leaders include businesses, elected officials, and key community stakeholders that make up the thread of community. This position primarily focuses on the economics of broadband and e-commerce potential for rural small businesses. It is a great opportunity to join the team and shape our new educational efforts in e-commerce. We are looking for someone who has experience in e-commerce, and who gets jazzed about the possibilities that broadband brings to communities and businesses.

We are a small team that works closely together, very much focused on increasing our stakeholders’ capabilities and capacity through training and education. Minimally, the person will need a bachelor’s degree in Business Development or related degree and have five years applicable work experience. Strong communication skills, demonstrated teamwork and collaboration skills are all must-haves. A one-year appointment (that can be renewed) with great benefits and an annual salary range of $60,000 to $70,000, UWEX is an equal opportunity employer.

For more information about us visit our website: http://Broadband.uwex.edu

University of Wisconsin – Extension
Division of Entrepreneurship and Economic Development
Broadband & E-Commerce Education Center

POSITION DESCRIPTION

University of Wisconsin - Extension Mission: Through the University of Wisconsin-Extension, all Wisconsin people can access university resources and engage in lifelong learning, wherever they live and work.

Working Title: Broadband E-Commerce Specialist

Official Title: Senior Outreach Specialist

Geographic Areas Served: Statewide

Office Location: Madison, WI

Type of Appointment: Academic Staff Annual Appointment

Primary Focus of Position: This position is part of the Broadband & E-Commerce Education Center, leveraging the work of the UW-Extension Building Community Capacity through Broadband (BCCB) grants. As the Economic & E-Commerce Specialist, this person plays a pivotal role in helping build resources and sharing expertise with Wisconsin communities and core businesses to grow through expanded use of technology. The overall goal of this position is twofold: to provide educational guidance to businesses; to get businesses online
and to build strong online presences and to share this expertise with the Centers’ stakeholders, both internally and externally. This person reports to the Center Director.

Specific Duties and Responsibilities:
As principal E-Commerce expert for the Center for, this position will have the following primary responsibilities:

1. E-Commerce Educational Outreach, Guidance and Instruction (50%)
   - Creates and delivers basic training on E-Commerce; what it is, how it benefits businesses and the bottom-line impact for businesses.
   - Develops and maintains an E-Commerce toolkit of reusable assets that help core businesses of Wisconsin identify their potential requirements for E-Commerce.
   - Works collaboratively with other components of DEED to ensure seamless and coordinated service delivery within UWEX and with the many stakeholders of the institution, for example with the SBDC program director.
   - Provides the lead role in exploring best practices for E-Commerce and economic and business growth; most notably for small rural businesses.
   - Recruits additional instructors or field experts from within and outside UW Extension.
   - Works with UWEX Digital Leaders in local endeavors involving E-Commerce and rural business growth.
   - Works closely with the Director, to explore new project opportunities that encompass E-Commerce and broadband education.

2. Broadband E-Commerce Research Exploration & Reports Analysis (30%)
   - Responsible for recognizing emerging current demographic and E-Commerce trends on a global, national, and state level.
   - Reviews public policy reports regarding E-Commerce as it pertains to small rural businesses to inform the Center and its stakeholders on a regular basis.
   - Establishes and maintains cooperative and collaborative working relationships with E-Commerce professionals, SBDC Directors and WEDC peers working to improve the Wisconsin Economy through broadband; continually sharing research and lessons learned.

3. Team Collaboration and Project Management (20%)
   - Assist in providing all Center education and outreach events including High Speed Boot Camps, Summits and special events.
   - Provides general broadband education to a variety of Center stakeholders.
   - Actively work in collaboration with other team members of the Center; sharing expertise and garnering others expertise to fulfill the mission of the Center.
   - Supports and actively engages in established partnerships of the Center; assisting in successful completion of special endeavors.

Overall Job Requirements
Minimum Qualifications:
1. Bachelor’s Degree in Business Development or a related field
2. Minimum of 5 years working in Business Development, minimum one year focused on E-Commerce
3. Understanding and general experience with E-Commerce (not technical)
4. Strong communications skills (presentation and personal) with the ability to discuss complicated concepts and influence key stakeholders.
5. Demonstrated teamwork and collaboration in a professional setting

 Desired Qualifications:
1. Master’s Degree in Economic Development or Business Development
2. Strong understanding of broadband, technology and E-Commerce with demonstrated experience of providing training
3. Proven ability to work creatively and analytically in a problem-solving environment

 **Title, Salary and Benefits**
This is a full-time (100%) academic staff position. The official title of this position is Senior Outreach Specialist with a working title of Broadband E-Commerce Specialist. This position provides a highly competitive salary, dependent on qualifications and experience. Excellent benefits include participation in the Wisconsin Retirement System; life, medical and hospitalization insurance; vacation and sick leave. For a more detailed description of available benefits, please see [http://www.uwsa.edu/hr/benefits/uben.pdf](http://www.uwsa.edu/hr/benefits/uben.pdf)

 **Location**
This position is headquartered in Madison, Wisconsin 660 W Washington Avenue, Suite 309. Statewide travel is necessary. For more information about Madison, see [www.ci.madison.wi.us](http://www.ci.madison.wi.us). For more information about Wisconsin, see [www.wisconsin.gov](http://www.wisconsin.gov).

 **Equal Opportunity**
As affirmative action employers, UW-Extension and UW Colleges provide equal opportunity in programs and employment; and are strongly committed to maintaining a climate supportive of respect for differences and equality of opportunity. UW-Extension and UW Colleges do not discriminate on the basis of age, race, creed, color, disability, sex/gender, sexual orientation, national origin, ancestry, religion, marital status, arrest record or non-program related conviction record; or identity as a veteran, disabled veteran, Vietnam veteran or any other military service. We promote excellence through diversity and encourage all qualified individuals to apply.

 **Application Procedure**
The position is open until filled. However, to ensure full consideration please apply by June 6, 2014

A complete application includes the following:
1. A letter of candidacy detailing how your qualifications and experience relate to the responsibilities and qualifications for this position and why you are interested in this position.
2. A presentation related to the topic of E-Commerce (e.g. power point, video, outline etc.)
3. Your professional resume.
4. The phone number, address, and e-mail address for three to five references. Describe your relationship with each of the references.
5. A written statement of whether you wish to have your application held in confidence. The University will not reveal the identities of applicants who request confidentiality in writing,
except that the identities of “final candidates” must be revealed upon request. According to the Attorney General, “final candidates” under Wisconsin law means the five candidates who are considered most qualified for the position. See Wis. Stat. Sec. 19.36(7)(a).


   Electronic submission is strongly encouraged (PDF preferred).  
   Send materials to karn.litsheim@uwex.edu

Or mail to:   Karn Litsheim
             660 W Washington Avenue, Suite 309
             Madison, Wisconsin 53703-4703

Please direct questions, requests for information to

   Angela Schultz, Office of Human Resources
   Telephone: (608) 262-9475; Email: angela.schultz@uwex.edu

University of Wisconsin System is an Equal Employment Opportunity/Equal Access/Affirmative Action employer and complies with federal and state regulations. All qualified applicants will receive consideration for employment without regard to race, religion, color, national origin or ancestry, citizenship, age, sex, marital status, disability, medical condition, sexual orientation, or status as a veteran. We seek and encourage applications from all qualified individuals.

A criminal records review will be conducted for final candidates. In compliance with the Wisconsin Fair Employment Act, the University does not discriminate on the basis of arrest or conviction record. Convictions and pending charges will be considered only if they are substantially related to the circumstances of this position.

Employment is contingent on establishment of identity and verification of employment eligibility as required by the Immigration Reform and Control Act of 1986.