

Central Virginia Planning District Commission Classification Description

Classification Title: Business Engagement and Outreach Coordinator

Department: Workforce Development

Supervisor: Director of Workforce Development

Pay Grade: 111

FLSA Status: Exempt

General Statement of Job

The Business Engagement and Outreach Coordinator provides the business community, local government economic development officials and education stakeholders information about the services of the Workforce Development Board. Significant employer engagement is required to develop regional employment sector strategies and resources for career pathways. The Coordinator performs general professional and administrative work under the supervision of the Director of Workforce Development.

Specific Duties and Responsibilities

Essential Functions:

Disseminate information about Workforce Development services for employers, local governments, media and the public. Bring back information from the business community and stakeholders about hiring and training needs to develop regional workforce strategies.

Develop relationships with employers, secure funding and help facilitate Central Virginia Employment Sector Strategies and Career Pathways, including developing and maintaining a digital video library of in-demand careers.

Develop, update and manage the websites and social media pages of the Central Virginia Workforce Development Board and Virginia Career Works Central Region. Responsible for producing press statements, articles, annual reports, newsletters, marketing materials and other communications related tasks.

Plan or participate in hiring events, community expos, job fairs and other similar activities.

Work with the Director of RIDE Solutions to promote and develop commuter options programs at worksites and business centers.

Assist WDB staff, as needed, with review and graphic content for documents, PowerPoint presentations, speeches, press releases and presentations.

Develop and manage newsletters, published articles, advertisements, web content, and videos that present WDB services and program partners.

Serve as brand ambassador and reviewer for all Workforce Development Board marketing material.

Facilitate/support the Central Virginia Talent Solutions team and serve as a point of contact for the Virginia Career Works-Central Virginia system.

Complete monthly, quarterly and annual reports on business engagement and other reports as needed.

Perform other duties as assigned.

Knowledge, Skills, and Abilities:

Excellent oral, written, and social media communications skills as well as the ability to write, edit, and deliver speeches and presentations is required.

The ability to interact professionally and maintain effective working relationships with public and private sector leaders and representatives, including the media.

Ability to plan, schedule and organize meetings, regional visits from individuals or groups and special events, including news conferences.

Demonstrated expertise with Microsoft Office products for word processing, email, presentations, spreadsheets and publication software required. Constant Contact or similar resource proficiency desired.

Proficiency with Adobe Creative Cloud or equivalent web and graphic design tools required. Video and Photography skills preferred.

Ability to research and prepare clear, concise and well-organized technical reports.

Ability to organize work with minimal supervision and execute multiple tasks simultaneously.

Ability to plan and accomplish goals, using skillful problem solving techniques.

Ability to work as part of a team and to adapt work habits and procedures as necessary to accommodate the organization.

Ability to work flexible hours, including evenings.

Education and Experience

Bachelor's degree from an accredited university in business, communications, public relations, journalism, marketing, English or related field preferred.

Three (3) years of relevant experience is required. An equivalent combination of education and experience may be considered. Government or nonprofit experience preferred.

Possession of valid Virginia Driver's license and acceptable driving record required.

Physical Conditions and Work Environment

Work is normally performed in office environment in a seated position; employee may be required to travel to businesses and project sites. Some evening and weekend work may be required. Job requires frequent use of hands and fingers to operate a computer and other equipment, and to reach with hands and arms. Occasionally required to stand, walk, bend, stoop, kneel, crouch or crawl, and occasional lifting or moving objects of up to 30 pounds. Requires close vision and ability to adjust focus.

Date Approved:

Date Amended: February 2019