

**Department:** Mountain Area Workforce Development  
**Reports to:** Mountain Area Workforce Development Director

### General Statement of Duties

Performs difficult professional work in the development of working relationships between the business community and the Workforce Development agency to advance the recruitment, assessment, training, and placement of unemployed or underemployed persons.

### Distinguishing Features of the Class

An employee in this class provides a wide array of professional and technical functions for the Mountain Area Workforce Development Board. The employee serves as a Business Services representative between the Workforce Development Board and the businesses and industries in the four-county area. Work includes directing information to employers/businesses to make them aware of the services offered by the Workforce Development WIOA Programs and participating in developing, marketing, and implementing services to assist employers in the four-county area, with special emphasis given to serving small businesses. The employee provides priority focus to areas identified by the Workforce Development Business Services/Sector Career Pathways Committee in the areas of human resources and risk management, recruitment, screening and referral, customer service training, developing marketing plans, growth planning, and developing employee/business training plans. The employee facilitates services to assist and encourage businesses to expand and to overcome obstacles to growth in the four-county area. Work also involves supervising and participating in development of work experience opportunities for clients. Work requires the employee to utilize tact and firmness in dealing with difficulties generated by the participant or employer. Work is performed in an administrative environment. Work is performed under general supervision and evaluated for effectiveness in building and enhancing relationships and partnerships.

### Duties and Responsibilities

#### Essential Duties and Tasks

- Conducts planning, development and marketing of services identified as needs for small business in the community; identifies resources and services that are already available in the community and provide this information to owners of business; continues to update information regarding business needs and identify or create resources.
- Coordinates regional and local NCWorks business services including job fairs, employer interview days, collecting, posting and filling job orders and assisting clients with their job search activities.
- Works closely with WIOA staff to coordinate the transition of clients from skills training to employment including small group or one-on-one counseling to prepare clients to meet employer expectations, job referral, job placement assistance or on-the-job training enrollment.
- Promotes, advertises, and coordinates workshops offered by the Workforce Development Board in the areas of Human Resources and Risk Management, market planning and development, growth planning and development.
- Supervises and participates in the development of on the job (OJT) training opportunities for clients; promotes OJT contracts; identifies potential employers; supervises staff assigned to this function; assists businesses in the routine invoicing and reporting processes required for the OJT contracts.
- Promotes and elevates the awareness of the Workforce Development Program in the business community; surveys the community to identify areas of interest or need as they relate to Workforce Development; makes public presentations and represents the regional and local workforce development programs in meetings with business community; develops and maintains effective working relationships with federal, state, and local officials and employers.
- Develops and maintains a website to provide information about the Workforce Development Board and the services available to businesses in the area.
- Assists the NCWorks Career Center staff and/or businesses with developing on-the-job training and incumbent worker training programs.

### Additional Job Duties

- Performs related duties as required.

### Recruitment and Selection Guidelines

#### Knowledge, Skills, and Abilities

- Considerable knowledge of the Workforce Innovation and Opportunity Act including all applicable regulations and procedures.
- Considerable knowledge of the local labor market and the hiring practices and procedures of local employers.
- Considerable knowledge of business practices, supervisory techniques, and training needs of businesses.
- Considerable knowledge of economic and social characteristics of the Local Area.
- Knowledge of grant writing, budget development and management.
- Working knowledge of consultation techniques.
- Knowledge of the application of information technology and ability to use it in daily programming.
- Skill in conducting training, public speaking, counseling, and establishing rapport with employers and clients.
- Ability to establish and maintain effective communications with participants, program staff, employers, training professionals, businesses, contractors, and the general public.
- Ability to work with clients collaboratively and to apply creativity and effective problem-solving, facilitation and mediation skills to address barriers to program success.
- Ability to pro-actively market programs to the business community and recruit them to participate in the programs.
- Ability to analyze problems and come to reasonable conclusions using available data; use creativity, judgement and initiative.
- Ability to gather, analyze, interpret and apply data.
- Ability to interpret and apply detailed regulations accurately.
- Ability to prepare and maintain a variety of records and reports.
- Ability to establish and maintain effective working relationships with agencies, local governments, private industry, general public, state agencies and other Council personnel.
- Ability to build and maintain cooperative and effective public relations with the community.
- Ability to express ideas orally and in writing.
- Ability to facilitate public meetings.
- Ability to use word processing and spreadsheet software to produce letters, minutes, and reports.

#### Organization Conformance Standards for all positions:

- Perform quality work within deadlines with or without direct supervision.
- Interact professionally and courteously with other employees, customers and partners.
- Work effectively as a team contributor on all assignments.
- Understand the necessity to efficiently and effectively interact, communicate and coordinate work efforts with other employees and organizations in an effective manner to accomplish common task.
- Function in highly stressful circumstances.
- Maintain a high level of professionalism and to conduct business in an ethical manner at all times.
- Maintain regular and punctual attendance.

#### Physical Requirements

- Must be able to physically perform the basic life operational functions of standing, walking, fingering, grasping, talking, hearing, and repetitive motions.
- Must be able to perform light work exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force frequently and/or a negligible amount of force occasionally.
- Must possess the visual acuity to perform extensive reading, administrative, and computer work.

#### Desirable Education and Experience

- Graduation from college or university with a degree in business administration, human resource management, organizational psychology, or public administration, and considerable experience working in human resources management; or an equivalent combination of education and experience.

#### Special Requirements

- Possession of a valid North Carolina driver's license.