

EMPLOYMENT AND ECONOMIC DEVELOPMENT BUSINESS SERVICES SPECIALIST

KIND OF WORK

Professional employer outreach and marketing work for all agency services and programs.

NATURE AND PURPOSE

Under general supervision, coordinates business services activities for Workforce Centers and also plans and executes marketing plans to meet the personnel needs of the area employers and promote Job Service within the community to increase the penetration rate into the community. Employees in this class spend the majority of their time dealing directly with employers to promote agency services, determine employer needs, and propose solutions to employer personnel problems. Works with partners and external customers to promote agency services. Performs related work as required.

EXAMPLES OF WORK (A position may not include all the work examples given, nor does the list include all that may be assigned.)

Develops a business outreach plan in conjunction with the Workforce Investment Boards and other Workforce Center partners to identify key businesses in key industry clusters that the workforce service area plans to target.

Develops and maintains long-term relationships with local businesses by assisting businesses in locating appropriate resources and by acting as a liaison to Workforce Center partners so they will consult the Workforce Centers to meet their workforce development needs.

Develops a marketing plan for a specific labor market so that services will produce satisfied customers. This is done by researching the market with customer surveys; analyzing demographic, economic development and labor market data; defining customer needs; identifying options; developing a strategic plan; implementing identified strategies; reviewing and revising the plan as necessary.

Creates informational materials and plans media events so customers become knowledgeable about agency services. This is done through special events, brochures, flyers, speeches, job fair booths, mailings, newsletters, press releases, electronic media messages, competitive information sheets, customer satisfaction testimonials.

Develops relationships with area employers to secure exclusive hiring arrangements. This is done by determining appropriate contact persons; initiating contacts via cold calling, direct mailings, or personal meetings; discussing programs and benefits; determining customer needs and previous levels of satisfaction with agency services; offering services to meet customer needs; developing and evaluating job specifications with the employer.

Answers employers' questions, including informal complaints, on current programs, policies, procedures, rules and regulations pertaining to the operations of all divisional programs so that employers have a single point of contact to obtain correct information. This is done by continuing education, including staying current regarding memos and guidelines concerning new laws and procedures; attending staff meetings and training sessions and other appropriate coursework/seminars as assigned.

Create a database containing information on area employers so that the employee is better prepared to meet their needs. This is done using personal computers and LAN hardware and software.

Develop relationships with the local, county and state economic development authorities in order to provide primary and timely services to new or changing employers located in the area. This is done by developing plans for mass recruitments, and work force recruitment with agency partners.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED

Knowledge of:

Marketing techniques, area job markets and key industry or business groups sufficient to develop a marketing plan or business outreach plan.

Journalistic and advertising principles sufficient to design appropriate informational materials.

Media communication principles sufficient to prepare news releases, flyers, newsletters, brochures, television and radio scripts.

Computers and computer software sufficient to develop a recordkeeping system of employer information, and to utilize desktop publishing capabilities.

State and federal employment laws and programs sufficient to answer employers' questions.

Agency policies and procedures sufficient to understand parameters within which solutions can be proposed.

Ability to:

Sell and promote agency programs and services.

Research the competition and design competitive strategies.

Write effectively sufficient to prepare a variety of informational materials.

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Communicate orally sufficient to persuade employers to utilize agency services.

Speak publicly to large groups sufficient to explain agency services and programs.

Research, analyze, and compile demographic information from a variety of sources sufficient to develop a marketing plan.

Develop creative solutions to employer problems within the framework of existing laws.

Est.: 3/25/94

Rev.: 7/04

Ckd.: 1/95, 07/03

T.C.: 1/95, 7/03, 7/04

Former Title(s): Jobs and Training Marketer
Economic Security Marketer
Employment and Economic
Development Marketer