

ROANOKE VALLEY ALLEGHANY REGIONAL COMMISSION  
for the  
WESTERN VIRGINIA WORKFORCE DEVELOPMENT BOARD  
POSITION DESCRIPTION

**BUSINESS AND OUTREACH COORDINATOR**

**General Definition**

Under the supervision of the Director of Workforce Development, the Business and Outreach Coordinator serves to support Virginia Career Works – Blue Ridge and the Western Virginia Workforce Development Board in its role to ensure that business needs and demands are met through the public workforce system. By serving as the lead for and coordinator of the Business Solutions Team, this position also ensures that services and resources are coordinated in an effective and efficient manner. The position will also support the Ride Solutions' Workplace Partner program by establishing commuter options programs at the employer level that encourage employees to use alternative modes of transportation to reduce commuter-related congestion and provide additional transportation options to employees getting to work.

**Typical Work Tasks**

- Convene regular meetings of the regional Business Solutions Team and coordinate services and activities to promote employer awareness
- Coordinate the delivery or development of outreach and awareness materials in a variety of mediums that promote use of the workforce development system's services and products;
- Coordinate work-based learning activities related to the Workforce Innovation and Opportunity Act (WIOA) Title I funding (i.e. Incumbent Worker Training, On-the-Job Training, and Work Experience);
- Establish and foster business, chamber of commerce and economic development contacts and relationships that result in positive placement opportunities for program and system participants;
- Work with economic development and workforce system partners to contact businesses to develop relationships and assist businesses in navigating the workforce system;
- Develop or participate in industry or sector partnerships to identify hiring and training needs and enhance hiring opportunities for workforce system participants;
- Confer with local business/industry management and training personnel individually and/or in groups to gain knowledge of workplace requirements in prioritized industry sectors;
- Work with businesses to identify alternative transportation solutions for employees, (i.e. carpooling and vanpooling), develop commuter options programs, and encourage participation with the Ride Solutions programs;
- Plan or participate in hiring events, job fairs and other similar activities;
- Maintain and oversee continued use of the region's customer relationship management (CRM) tool, B2B Engage, for activities conducted through the Business Solutions Team;
- Prepare and present reports on business service activities and outcomes to the Director, elected officials, Board and committees of the Board;

- Assist with the development or review of program policies, project budgets, and contracts;
- Assist with implementing special initiatives and state/local projects;
- Maintain familiarity with transportation incentive programs and best-practices, such as IRS Commuter Fringe Benefits and related programs; and
- Other duties as assigned.

### **Knowledge, Skills, and Abilities**

Knowledge of the structure and operation of government and community agencies and private businesses; Ability to work independently; Ability to effectively supervise projects and programs; Ability to express ideas clearly and concisely, both orally and in writing; Ability to consider and weigh a variety of factors in making decisions and recommendations; Ability to establish and maintain a good working relationship with clients, public and private agencies, and the employer community; Ability to compile data and make reports.

### **Education and Experience**

Bachelor's Degree in Business Management, Economic Development, Marketing, Public Administration, and two (2) years of professional experience in providing client services, such as vocational training or counseling, personnel or employment training, or program management and/or supervision; OR any equivalent combination of experience and training which provides the required knowledge, skills, and abilities.

Experience with and/or understanding of the business community, economic development and the public workforce system is preferred. Travel within the eight-jurisdiction region and occasional evening meetings and events should be expected.

### **Working Conditions**

This is a partially sedentary job which requires sight sufficient for significant reading, keyboarding/computer use, and requires an individual with hearing sufficient for extensive, direct and/or telephone contact with a wide scope of workforce agencies and individuals. Responsibilities require an individual to be physically mobile to attend meetings in multiple locations. Regular travel to meetings within and outside of western Virginia. The nature of this position and the personal interactions involved require that an individual possess significant and persuasive interactive communication skills. Reasonable accommodation may be made to enable individuals with a disability to perform the essential functions.

<p>This job description is only meant to be a representative summary of the major responsibilities and accountabilities performed by incumbents of this job. The incumbents may be requested to perform job-related tasks other than those stated in this description.</p>
--