

# WESTERN VIRGINIA WORKFORCE DEVELOPMENT BOARD

## JOB DESCRIPTION

Job Title: Communications Coordinator Date: June 2019  
Reports To: Director Status: Exempt

**Basic Function:** The Communications Coordinator serves to support the Virginia Career Works – Blue Ridge region and the Western Virginia Workforce Development Board in its role to ensure that business needs and demands are met through the public workforce system. This role serves to assist the region with marketing and outreach activities not only to businesses in demand sectors, but also to internal and external entities to increase referrals and services for the region's constituents. 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.

### **Significant Responsibilities:**

Performs specific job responsibilities:

- Coordinate the delivery or development of outreach and awareness materials in a variety of mediums, including social media, that promote use of workforce development system services and products;
- Convene meetings of the regional Business Solutions Team, services and activities provided by team members, and promote employer awareness and use of the team;
- Establish and foster business, chamber of commerce, and economic development contacts and relationships that result in connections for workforce partners and opportunities for program and system activities;
- Develop or participate in industry or sector partnerships to enhance business development activities and programs;
- Plan and participate in hiring events, job fairs, and other similar activities;
- 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 and/or review of program policies, project budgets, and contracts; and
- Assist with administrative tasks for the Board including minutes recording and distribution, website updates/additions, mailing, etc.

### **Job Scope:**

- Coordination: coordination of activities with a variety of team members made up of internal and external partners
- Communication: daily communication with Board staff and workforce internal and external partners
- Confidentiality: adhere to WIOA Title I confidentiality requirements and maintain highest confidentiality required when working with economic development projects
- Financial: implement the Incumbent Worker Training program and manage budget and expenditures in regards to federal, state, and local policy
- Judgement: errors could result in federal and state compliance and financial issues
- Compliance: responsible for knowledge of federal, state, and local policy, with emphasis on legislation put forth by the U.S. Department of Labor Employment and Training Administration
- Travel: frequent travel within the eight localities of the Virginia Career Works – Blue Ridge region including the Counties of Alleghany, Botetourt, Craig, Franklin, and Roanoke and the Cities of Covington, Roanoke, and Salem. Occasional overnight travel to conferences and workshops within the Commonwealth of Virginia and out-of-state.

### **Minimum Qualifications Required:**

**Education/Experience:** Bachelor's Degree in business management, economic development, marketing, public administration, One (1) year of professional experience in providing client services, such as vocational training or counseling, personnel or employment training, or program management and/or supervisor is preferred; A Master's Degree in related field may be substituted for relevant experience.

**Licensure, Certification and/or Registration:** None

**Other Minimum Qualifications:** None

**Essential Skills, Abilities & Knowledge:** Knowledge of the structure and operation of government and community agencies and private businesses; ability to work independently; ability to manage projects with deadlines; 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 update and maintain various social media platforms; ability to establish and maintain a good working relationship with clients, public and private agencies, and the employer community; and the ability to compile data and make reports.

**Working Conditions:** This is a partially sedentary job with 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 the eight localities in the Roanoke Valley and Alleghany Highlands. 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.

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.

The Western Virginia Workforce Development Board is an Equal Opportunity Employer/Program. Auxiliary aides and services are available upon request to individuals with disabilities. TDD-VA Relay: 711.

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