

NCWORKS CAREER CENTER ENGAGEMENT COORDINATOR
NORTHEASTERN WORKFORCE DEVELOPMENT BOARD

General Statement of Duties

The NCWorks Career Center Engagement Coordinator works to engage job seekers, employers, and community partners and stakeholders with the Northeastern Workforce Development Board's (NWDB) Career Center System, with a focus on the two certified NCWorks Career Centers in Elizabeth City and Edenton. This position is temporary full-time, as it is grant funded. At a minimum, it will be a two-year position.

Distinguishing Features of the Position

This position serves alongside the NCWorks Career Center Manager to increase awareness of NCWorks Career Center services and provide services outside of the center walls. The Career Center Engagement Coordinator will work to assess and improve center services and ensure that services are demand driven and of value to our job-seeker and employer customers. This position will build relationships with agencies that serve our community, such as Department of Social Services offices, local libraries, high schools, community colleges, Vocational Rehabilitation offices, Chambers of Commerce, etc. The intent of this position is to enhance workforce relationships with area workforce partners, One-Stop Career Centers and center staff through current and future workforce development initiatives. This position works in an administrative environment but will be expected to travel throughout the NWDB 10-county region.

The NCWorks Career Center Engagement Coordinator reports directly to the NWDB Director/Assistant Director but works very closely alongside the NCWorks Career Center Manager to ensure work aligns with the goals of the workforce board and career centers.

Duties and Responsibilities

Essential Duties and Tasks Include

- Focuses on increasing Career Center customer traffic
- Promotes Career Center services by enhancing branding and outreach efforts in the local area
- Manages Career Center social media accounts and work to increase social media following and interaction; responsible for NCWorks Weekly Blast
- Coordinates to include, planning, executing, and evaluating events and workshops that NWDB participates in or leads (e.g., Job-seeker workshops, community events, expos, job fairs, expungement events, etc.)
- Coordinates internal and external partners and stakeholders to plan and implement new workforce initiatives throughout the community.
- Initiates new relationships with partner agencies and continue to build upon existing relationships
- Creates and update printed outreach materials such as brochures, flyers, and success stories
- Oversees inventory and disbursement of physical outreach materials

- Ensures career center and board level staff are appropriately using approved outreach materials with customers, to include job-seekers and employers
- Develops basic analytics to assess programs delivered, clients served, and unmet needs while identifying opportunities for improvement
- Attends relevant state, regional or local meetings, and sharing information with staff
- Provides reports on Center activities as required
- All other duties as assigned

Knowledges, Skills, Abilities and Competencies

- To be successful in this position, the selected applicant must be able to work alone and in a group environment, have the ability to multi-task and work efficiently; think and act strategically and possess a solid understanding of effective strategies to help individuals obtain employment and overcome barriers to financial independence. Strong networking and negotiating abilities and interpersonal flexibility are critical to success in this position. This position also requires:
 - Considerable knowledge of Federal and/or state rules and regulations pertaining to public programs, particularly those pertaining to the Workforce Innovation and Opportunity Act (WIOA)
 - Knowledge of available public and private non-profit resources in the Northeastern WDB/COG region and the ability to collaborate with such agencies.
 - Knowledge of social/economic conditions within the region/state.
 - Some knowledge of accepted assessment and coaching techniques related to career readiness.
 - Ability to organize, plan and coordinate projects.
 - Ability to record and analyze information and prepare routine reports.
 - Ability to understand, interpret, apply, and explain rules and regulations which govern WIOA activities/services.
 - Ability to express oneself clearly and concisely, both orally and in written communications.
 - Ability to establish and maintain effective working relationships with participants, employers, training institutions, public agencies, Federal/State/Local agencies, and other community stakeholders.
 - Familiarity with Microsoft Windows and Office Suite, including Outlook, Word, Excel, and PowerPoint.
 - Ability to utilize virtual meeting platforms for telework, as necessary.
 - Ability to comply with external and internal policies and conduct oneself with professionalism when working with external and internal colleagues.

Desirable Education and Experience

Bachelor's Degree from an accredited university or college in the field of Business Management, Public Administration, Human Resources, Marketing, or a related field and at least two years of experience in a related area. An equivalent combination of training and experience may be substituted for the college requirement with related experience that provides for acknowledge of business administration, occupational requirements, employment and training problems, and practices similar to those encountered in employment or social services agencies. Preferably, the candidate should have a

background in admin, customer service, marketing, public relations, and building and maintaining critical relationships. Must possess a valid NC Driver's License.

Physical Requirements

Must be able to physically perform the basic life operational functions of lifting, talking, stooping, researching, walking and hearing repetitive motions; Must be able to perform sedentary work and exert up to 25 pounds of force occasionally; Must possess the visual acuity to perform extensive reading, conduct inspections and perform administrative, and computer work.

Salary Grade 19 Non-Exempt