

**JOB DESCRIPTION
CITY OF SPRINGFIELD**

**HUMAN RESOURCES DEPARTMENT
EMPLOYMENT AND
COMPENSATION DIVISION**

Job Title	<u>Business Services Specialist</u>
Sch & Grade	<u>PAT-7</u>
Class Code	<u>BH91</u>
FLSA Status	<u>Exempt</u>
Bargain Unit Elig.	<u>AFSCME</u>
Occupational Series	<u>Public Information & Education</u>

PRIMARY PURPOSE:

Coordinates business services activities for the Workforce Development Department by performing employer outreach, planning and executing marketing plans and promoting the Missouri Career Center within the community. Works with partners and external customers to promote agency services, determine employer needs, and propose solutions to employer workforce problems.

SUPERVISION:

Performs duties with considerable independence within established parameters and with general professional guidance and supervision provided the Director of Workforce Development.

DESCRIPTION OF WORK:

ESSENTIAL FUNCTIONS:

1. Develops a business outreach plan in conjunction with the Workforce Investment Board and other Career Center partners to identify key businesses in key industry clusters that the workforce service area plans to target.
2. Develops and maintains long-term relationships with local businesses by assisting businesses in locating appropriate resources and by acting as a liaison to Career Center partners so they will consult the Career Centers to meet their workforce development needs.
3. Develops a marketing plan for a specific labor market so that services will produce satisfied customers.
4. Creates informational materials and plans media events so customers become knowledgeable about agency services. This includes special events, brochures, flyers, speeches, job fair booths, mailings, newsletters, press releases, electronic media messages, competitive information sheets, customer satisfaction testimonials.
5. Works with local Chamber of Commerce throughout a seven-county area to coordinate with businesses that are down-sizing to provide Rapid Response Services as determined by the state Rapid Response Coordinator.
6. Answers employers' questions on current programs, policies, procedures, rules and regulations pertaining to the operations of programs so that employers have a single point of contact to obtain correct information.
7. Maintains a database containing information on area employers so that the employee is better prepared to meet their needs.
8. Serves as a job development resource for Workforce Development Specialists in various programs to offer career coaching, resume review, and general employment training.
9. Develops relationships with area employers to secure exclusive hiring arrangements.
10. Negotiates On-the-Job Training (OJT) contracts as assigned.
11. Develops 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.
12. Travels to a variety of off-site locations to meet with area employers, local Chamber of Commerce, and attend job fairs.

IMPORTANT FUNCTIONS:

1. Attends conferences, workshops, and seminars for professional development purposes.
2. Attends or designates staff to attend various meetings to represent the department.

Performs related work as required.

QUALIFICATIONS REQUIRED:

Any combination of education, training, and experience providing the following knowledge, skills, and abilities:

Knowledge

General methods, principles and practices of public relations and marketing; social, economic and labor market conditions affecting the Ozark Region of Workforce Development and area employers; current trends in workforce development relating to vocational/educational training, labor market information, as well as occupational and economic trends; computer applications such as word processing, spreadsheet, database and desktop publishing.

Abilities

Develop relationships with area employers and provide effective marketing of Workforce Development services to increase the utilization rate of department services; prepare and deliver effective presentations to individuals or groups, taking into account the audience and nature of the information; possess writing and production skills to produce appropriate print media; exercise discretion and utilize sound independent judgment regarding matters of significance; communicate effectively with others; deal effectively and courteously with individuals and groups including co-workers, the general public, area employers, local Chamber of Commerce and officials; effectively welcome and embrace differences among employees and citizens; perform effectively as a member of the team in carrying out the City’s stated mission and philosophy; present an overall professional image; perform the essential functions of the job without posing a direct threat to the health and safety of others.

Experience, Education, and Training

Typically requires graduation from an accredited college or university with a Bachelor’s degree in Business, Public Relations, Marketing, Economics, or a related field plus one year of related professional work experience. Directly related experience in workforce development and developing relationships with businesses and/or organizations may be substituted for the degree requirement on a year-for-year basis.

Physical Requirements

Performs bending and reaching from ground level to overhead; pushes and pulls up to 25 pounds; must be able to operate a computer keyboard and/or mouse.

Working Environment

Primarily indoors with heating and cooling regulated in a general office environment. Some work locations may not have controlled heating/cooling or be inside. Extensive travel to offsite locations is foreseen.

Licensing/Certification

If operating a motor vehicle for the purpose of completing job duties, incumbent must possess a valid Missouri Motor Vehicle Operator’s License.

Miscellaneous Requirements

Must be available to attend and present information at meetings scheduled outside of normal business hours.

Last Revision:	February 8, 2012	GENERAL ORDINANCE NO. 5824
Comments:	Updated Abilities	Date: June 15, 2009

I have read the foregoing job description in its entirety and understand its contents. I can perform the essential functions outlined with or without reasonable accommodation under the Americans with Disabilities Act.

Signed: _____ **Date:** _____