

Revised May 15, 2025

## BUSINESS ENGAGEMENT COORDINATOR

### General Statement of Duties

Performs technical and informational work serving as a resource connection for local area business and entrepreneurial ventures to the services and work based learning opportunities available through the One-Stop Centers in the five county region

### Distinguishing Features of the Class

An employee in this class serves as a consultant and point of contact to new and existing business, connecting them to various no or low cost services offered by the state and other government agencies or private entities. The employee meets with local area businesses to discuss specific workforce and business strategies and needs such as market data, trends analysis, employees or new markets development, and attempts to locate resources to meet the needs. The employee also provides communication, oversight and monitoring of the work based learning opportunities provided through the One-stop Center and its partnering agencies that offers local business incentives for developing their workforce pipeline. Work includes staffing the Workforce Development Board and includes considerable research and on-site assistance on various job programs. Work is performed in accordance with state and federal guidelines and organizational policies and procedures, and is performed under the general guidance of the Workforce Development Business Services Manager and reviewed by client and community acceptance, compliance with regulations, and program effectiveness.

### Duties and Responsibilities

#### Essential Duties and Tasks

Markets the regions' Workforce Development Board, NCWorks Career Centers and it's workforce programs to area businesses; meets with local businesses to assess needs, concerns and/or assistance needed; communicates business needs to appropriate One-Stop Center and Workforce Development staff. Coordinates outreach efforts with Center staff and partner agencies. Markets programs to civic, community and business organizations.

Serves as liaison between Center staff and businesses when developing and monitoring opportunities for work experience, on-the-job training and other work based training programs through completion and follow up.

Conducts research and compiles results to determine business needs and expectations; serves as point of contact for labor market information.

Assists with development and review of applications for work based learning and resulting contracts.

Assesses employment and training needs of employers to identify gaps in employer and business services; develops strategies for improvement of services and enhancement of employment and training services provided to employers.

Prepares a variety of reports on program services.

Attends meetings on behalf of the Workforce Development Board and Mid-East Commission and serves on committees as needed.

Maintains a comprehensive, current knowledge of applicable laws, rules, regulations, performance standards, and local area policies and procedures; initiates any actions necessary to correct deviations or violations.

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Maintains an awareness of new trends and advances in the global economy; reads professional literature; maintains professional affiliations; attends workshops and training sessions as appropriate.

#### Additional Job Duties

Performs related duties as required.

### Recruitment and Selection Guidelines

#### Knowledges, Skills, and Abilities

Considerable knowledge of business and production practices, human resources needs, and market and trend analysis.

Considerable knowledge of WIOA and other varied human services agencies, related programs, rules and regulations.

Considerable knowledge of the physical, economic, and social characteristics of the service delivery area.

Considerable knowledge of the application and use of information technology to research, program evaluation, monitoring and reporting.

Ability to exercise the judgment, decisiveness and creativity required in situations involving evaluation of information against measurable or verifiable criteria.

Ability to establish and maintain effective working relationships with agencies, local governments, private industry, general public, state agencies, and other Commission personnel.

Ability to communicate effectively in both oral and written forms.

Ability to establish and maintain effective data collection and records management systems and prepare technical reports and documents.

#### Physical Requirements

Must be able to physically perform the basic life operational functions of lifting, talking, fingering, stooping, researching, walking and hearing repetitive motions.

Must be able to perform sedentary work and exert up to 10 pounds of force occasionally.

Must possess the visual acuity to perform extensive reading, conduct inspections and perform administrative, and computer work.

#### Desirable Education and Experience

Graduation from a college or university with a degree business administration, business management, industrial technology and experience in a business or manufacturing setting, preferably including experience that includes job placement, job training activities, statistical analysis, and analysis of labor market, or an equivalent combination of education and experience.

#### Special Requirement

Possession of a valid North Carolina driver's license.

Salary Grade: 18