



Workforce Marketing Coordinator Position Description

TITLE: WORKFORCE MARKETING COORDINATOR

FLSA Status is Exempt

Summary: East AlabamaWorks is seeking a **Workforce Marketing Coordinator**, responsible for assisting the Director in coordinating, implementing, and executing all workforce development efforts in the region.

East AlabamaWorks has partnered with the Community Foundation of Northeast Alabama (CFNEA) to serve as our fiscal sponsor. The Workforce Marketing Coordinator will be an employee of CFNEA and work in an office located in Anniston, Alabama and will be expected to travel between the seven counties of the workforce region as needed.

East AlabamaWorks serves: Calhoun, Cherokee, Clay, Cleburne, Etowah, Randolph and Talladega counties.

The mission of East AlabamaWorks is to provide a direct link to the workforce needs of business and industry at the local level. East AlabamaWorks is business driven and business led. In its member counties, East AlabamaWorks works to develop a comprehensive workforce development system that supports local job development activities.

I. Job Relations:

Reports To: Director of East AlabamaWorks

Frequent contact with other staff members, board members, volunteers, sponsors, civic and business leaders, agencies and their staffs, media representatives, and the general public.

II. Responsibilities:

- A. Assists in planning, implementation, and evaluation of the organization's programs and services;
- B. Assists with coordinating, marketing, and promoting all workforce development efforts of the Council via social media, newsletters, website updates and preparation of marketing collateral;

- C. Regularly works with secondary, and post-secondary schools with age appropriate presentations designed to support the issues reported by business and industry;
- D. Assists Director in preparation, coordination, and facilitation of meetings, including, but not limited to individual, industry sector, Board, Council, and any others as requested;
- E. Proactively and consistently meets with employers, individually and through industry sectors, to determine the region's current and future workforce needs, and manage corresponding projects to meet these needs. Works closely with sector leaders to advance industry goals and achieve project goals and desired outcomes;
- F. Publicizes, through all appropriate means, the workforce training programs available through regional training providers and provides a point of contact for public and private entities seeking workforce training services;
- G. Assists in maintaining accurate data from workforce surveys, training events, and grants as well as updating contact information on all Council and Board members, committees, industry sectors, resource providers, and other volunteers to the Council;
- H. Researches and pursues potential public and private workforce development funding opportunities for the region through grant opportunities;
- I. Assists with planning and executing of workforce development events including but not limited to Worlds of Work, Regional Hiring Fair, Industry Tours;
- J. Performs such other tasks and duties, including coordinating special projects, which are consistent with goals of East AlabamaWorks.

III. Qualifications:

- A. **Education:** Associate's degree from an accredited institution or equivalent experience.
- B. **Experience:**
 - Service in private/public sector management and/or human resources experience is preferred;
 - Previous grant writing experience is ideal;
 - An understanding of workforce and / or economic development is preferred.
- C. **Special Qualifications and Knowledge:**
 - Skillful in digital technology, including email and Microsoft Office programs PowerPoint, Excel and Word, social media updates, website maintenance and preparing marketing collateral;
 - Excellent verbal and written communication skills, including writing, editing and making presentations to groups and individuals;

- Strong work ethic and excellent interpersonal skills; exceptional integrity, trustworthiness, and ability to maintain absolute discretion and confidentiality with proprietary information;
- Self-starter with a high degree of professionalism and be adaptable to change as the workforce needs and areas of focus change;
- Ability to perform job functions with minimal daily supervision;
- Thinks innovatively to offer new ideas, concepts and solutions;
- Successful candidate must pass background check, including credit check, driving record and drug screening;
- Must possess a valid driver's license; and
- Works cooperatively and positively with all staff members of East AlabamaWorks and Community Foundation of Northeast Alabama, board and councilmembers and promotes an environment of excellence and teamwork.

IV. Physical Demands and Working Conditions: A workspace is provided with the necessary resources and equipment. Physical activities involve walking in the office, keyboard and computer use, travel to meetings and business related activities, reading, filing, bending, occasional light lifting, and moving of equipment before, during and after meetings and events.

V. Hours of Work:

- The position is full-time 40 hours per week. Normal office hours are 8:00 am until 5:00 pm, Monday through Friday. The Workforce Marketing Coordinator is occasionally required to work varied hours, evenings or weekends to accommodate committee, board or other needs of East AlabamaWorks.
- Occasional overnight, out-of-town travel is required.

VI. Other Duties: This position description is an accurate summary of the Workforce Marketing Coordinator for East AlabamaWorks duties and responsibilities; however, he/she may be called upon to assume other duties as assigned.

VII. Application Process:

- Send a cover letter, resume and references to:
 East Alabama Works
 Attn: Lisa Morales, Director
 1130 Quintard Avenue, Suite 100
 Anniston, Alabama 36201
 or
 lmorales@eastalabamaworks.com
- Application deadline is Friday, April 13, 2018.