

HAMPTON ROADS WORKFORCE COUNCIL – JOB DESCRIPTION

Job Title:	Manager, Employer Engagement (Healthcare)
Reports to:	Senior Director, Talent Development
General Classification:	Support Pay Band: Manager
Employment Status:	Full-time, Exempt
Last Review:	March 1, 2024

GENERAL STATEMENT OF RESPONSIBILITIES

This position serves as the Hampton Roads Workforce Council’s Employer Engagement Manager and is an externally facing role with responsibility for generating and managing a strong prospect pipeline of new employers and networks, as well as taking new business leads through to the account management stage. The individual in this role will forge and maintain strong business relationships with local employers in the healthcare industry, to ensure their talent needs are thoroughly met. Reports to the Senior Director, Talent Development.

ESSENTIAL JOB FUNCTIONS

- Support the Senior Director in building, maintaining, and growing employer partnerships.
- Understand employers’ talent needs and provide ongoing support in meeting those needs.
- Manage all aspects of maintaining and growing employer relationships.
- Develop a schedule-based, milestone-driven, metrics-based strategy for outreach, continuity of communication, data exchange, and evaluation where the Council’s employer engagement is concerned.
- Identify potential partners and conduct initial discussions with employers.
- Assist employers from recruiting to successfully hiring to retaining talent.
- Foster relationships with both internal and external partners to create compelling client-facing collateral and communications.
- Support the Senior Director and other team members in managing relationships and touchpoints with Hampton Roads Workforce Council Board of Directors and other municipal partners.
- Work with the Council’s marketing and communications partners to help further the team’s efforts.
- Guide enhancements to the Oplign employment alignment engine platform based on employer feedback.
- Work with Business Intelligence Analyst to garner employer data and make it useful to the mission.
- Create and administer assessments for tracking employer progress and feedback.
- Work with our Customer Relationship Management software and our online platforms to ensure the Council’s data can be incorporated into the existing database and be posted prominently.
- Support the team’s talent development efforts.
- Contribute to the division’s long-term sustainability.
- Perform related tasks as required.

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PERFORMANCE STANDARD

Employees at all levels are expected to effectively work together to meet the needs of the community and the organization through work behaviors demonstrating the Board of Directors' Vision, Mission and Values.

REQUIRED KNOWLEDGE

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

SKILLS AND ABILITIES

- Excellent organizational skills with ability to prioritize and multi-task under minimal supervision to exhibit “follow-through” on tasks and goals.
- A willingness to apply intellectual curiosity and work both independently and with a team.
- A high level of self-motivation and energy.
- Superior analytical, interpersonal, and both written and verbal communication skills.
- A positive, optimistic, “can-do” attitude; demonstrated concern for people and community; clear presence; self-confidence; common sense; and good listening ability.

LANGUAGE SKILLS

- Excellent communications skills, both written and verbal.

MATHEMATICAL SKILLS

- Ability to develop budgets, read and interpret financials, etc.

REASONING ABILITY

- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Ability to deal with a few abstract and concrete variables, exercising judgment, resourcefulness, ingenuity, and initiative.
- Ability to exercise discretion while managing confidential information.

OTHER SKILLS AND ABILITIES

- Technical aptitude to include Microsoft Office programs with proficiency in MS Word, Excel, and PowerPoint.
- Proficiency working with Customer Relationship Management software.
- Ability to create and deliver presentations in marketable, concise, and graphically appealing formats in front of audiences that range from the very intimate to the vast and varied.

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EDUCATION AND EXPERIENCE

Requires a bachelor’s degree in business administration, communications, marketing, or related fields, or any combination of education and/or experience equivalent to ten (10) years in developing and utilizing the required knowledge, skills, and abilities detailed herein. Proven experience in a role that can be reasonably correlated to this work to demonstrate competency is required.

ADDITIONAL REQUIREMENTS

An acceptable general background check to include a local and state criminal history check and a valid driver’s license. Because this position will support regional infrastructure, travel using dependable personal transportation and current auto insurance coverage will be expected. Mileage reimbursement will be provided per agency policy.

PHYSICAL REQUIREMENTS

- Requires the ability to exert light physical effort in sedentary to light work.
- Some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds).
- Tasks may involve extended periods of time at keyboard or work station.

SENSORY REQUIREMENTS

- Some tasks require the ability to perceive and discriminate sounds and visual cues or signals.
- Some tasks require the ability to communicate orally.

WORK ENVIRONMENT

- The applicant must be authorized to work in the United States.
- Work will normally be performed in an office environment to also include local travel to employer sites and events.

Employee Name: _____ Date: _____

Signature: _____