

## HAMPTON ROADS WORKFORCE COUNCIL – JOB DESCRIPTION

<b>Job Title:</b>	Outreach & Recruitment Specialist, Norfolk Strong
<b>Reports to:</b>	Director, Virginia Career Works-Norfolk Center
<b>General Classification:</b>	Support <b>Pay Band:</b> Specialist
<b>Employment Status:</b>	Full- time, Non-Exempt
<b>Last Review:</b>	March 1, 2024

### **GENERAL STATEMENT OF RESPONSIBILITIES**

This position serves as an ambassador for Norfolk Strong, powered by the Hampton Roads Workforce Council (HRWC) and is responsible for the research, development, and implementation of effective outreach and recruitment strategies to attract a diverse pool of job seekers into the maritime industry. Promotes career opportunities in the Maritime industry, to include but not limited to ship building, ship repair, and the emerging offshore wind industry. Makes service level determinations; assists participants in making informed decisions about career goals, job, career, and training opportunities. Refers participants to other resources and community providers as appropriate.

Additionally, this position will coordinate and participate in events to raise awareness of career opportunities in critical maritime occupations. A good Outreach & Recruitment Specialist can assess participants' skills, experience, and relevant knowledge and compare them with key careers in the local Maritime industry.

This position is currently grant funded.

### **ESSENTIAL JOB FUNCTIONS**

- Identifies and implements efficient and effective recruiting methods and strategies based on the available program requirements, industry standards, and the needs of the organization.
- Advises participants on available training opportunities in the maritime industry.
- Markets to and communicates with prospective participants in person and via the internet and other electronic resources.
- Discovers suitable candidates through in-person outreach activities, databases, online employment forums, social media, etc.
- Provides general guidance on education and training opportunities that can help participants acquire the skills and qualifications needed for their desired career path.
- Travels to, coordinates, hosts, attends, and/or participates in industry related recruitment events relevant to improving community engagement.
- Enters all event and individual client interactions in the authorized client relations management tool, in accordance with HRWC policy guidance.
- Provides analytical and well-documented weekly reports as directed by program management, on weekly and/or monthly activities conducted.

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- Builds participation by researching and contacting community services, employment agencies, industry partners, and internet sites; providing organization information, opportunities, and benefits; making presentations; and maintaining rapport.
- Demonstrates proper knowledge and understanding of local maritime industry and associated training opportunities.
- Works closely with industry representatives, community partners, career development specialists, program managers, and any other partners we are aligned with as needed.
- Always ensures professional representation of the Council by demonstrating professional conduct, appearance, and language.
- Performs other duties as assigned.

### **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.

### **LANGUAGE SKILLS**

- Excellent communication skills, both written and verbal;
- Ability to respond effectively to customer inquiries and complaints and other sensitive program related matters;
- Ability to facilitate individual and group information sessions; and
- Ability to effectively present and report required information to both small and large groups as requested.

### **MATHEMATICAL SKILLS**

- Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio and percent.

### **OTHER SKILLS AND ABILITIES**

- Ability to understand the vision and values of the Council and to implement the mission, purpose, and goals;
- A high level of self-motivation and energy;
- Willingness to work both independently and with a team;
- Excellent organizational skills with ability to prioritize and multi-task under minimal supervision to exhibit "follow-through" on task and goals;
- Excellent communication skills, both orally and in writing; and
- Ability to develop and sustain positive relationships.

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## **EDUCATION AND EXPERIENCE**

Requires any combination of education and experience equivalent to an associate degree and/or one year experience in marketing, business development, job placement, recruiting, counseling, or other services. Ability to manage multiple projects and build strong customer relations. Experience using a computer, and electronic communication in a working environment.

## **WORK ENVIRONMENT**

Work will predominantly be performed from remote locations in your assigned area, with some in-office hours required. Some evening and weekend hours will be required. **This is not a work from home position.**

Since the majority of your time will be spent off site at various remote locations, access to both reliable transportation and internet access to perform duties as assigned is essential. Mileage reimbursement will be provided per agency policy and current auto insurance coverage is required.

## **ADDITIONAL REQUIREMENTS**

An acceptable general background check to include a local and state criminal history check and a valid driver's license.

## **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 standing or sitting at a stationary workstation.

## **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.

## **ENVIRONMENTAL EXPOSURES**

Essential functions are regularly performed without exposure to adverse environmental conditions.

Employee Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_