



SUSQUEHANNA WORKFORCE NETWORK, INC. Position Description

Job Title

Business Services Representative

Summary of Role and Responsibilities

The Business Services Representative is responsible meeting the workforce development needs of the business community. The work involves marketing and networking activities, identifying and coordinating support services, monitoring effectiveness of services rendered, planning and managing projects in the field of workforce development that are designed to enhance workforce development knowledge in the business community and facilitate the growth of a strong workforce in the region. This includes but is not limited to working with local agency partners to achieve this goal. This position reports to the Executive Director.

Essential Job Functions

1. Develops and maintains partnerships in the community to maximize the visibility of Business Services and other SWN services using marketing skills, interpersonal skills and professional communication techniques.
2. Assists businesses to facilitate growth and success by using workforce center resources, i.e., MWE, virtual and in person job fairs, social media, labor market information, on-site visits, workforce center recruiting events, partner referrals and other outreach methods.
3. Works with partner organizations and businesses in the region to expand apprenticeship opportunities.
4. Collaborates with partners to ensure the regional workforce system meets the needs of businesses.
5. Coordinates Rapid Response presentations with partner agencies to assist dislocated workers and conducts onsite job fairs for this population as requested.
6. Contributes ideas, suggestions and knowledge to meet the employment goals and objectives of the businesses.
7. Presents and updates the Workforce Board, Business Engagement Committee, Youth Committee, SWN and partner staff and other organizations regarding the various Business Services activities.

8. Works with the chair of the Business Engagement Committee to arrange speakers, take minutes, and encourage business participation.
9. Facilitates the implementation and administration of Workforce Development training grants, i.e. OJT and Susquehanna Works. Promotes training grants not administered by SWN such as OED Technical Training Grants and Maryland Business Works.
10. Works with Workforce Center Staff to effectively market enrolled jobseekers to area businesses to meet their employment needs.
11. Coordinates, promotes and / or hosts industry sector focus groups, business expos, open houses, virtual and in-person job fairs and Manufacturing Coalition meetings.
12. Attends the following networking events/meetings: Harford & Cecil Leadership Alumni, Chambers of Commerce, Cecil County Economic Development Committee, Harford County Economic Development Committee, Women in Defense, Route 40 Association, NMTC, SHRA, Cecil Business Resource Partners, BEPAC, SBDC, regional BSR meetings, and others as required.
13. Documents weekly and monthly business services activity utilizing Salesforce.
14. May perform and support auxiliary functions and direct customer service at workforce center locations.
15. Completes other duties as assigned.

Knowledge, Skills, Abilities

1. Customer Service: To recognize, anticipate, and meet customer needs, promptly and courteously.
2. Job Knowledge: To understand, apply, and continually enhance technical, professional, and business practices, particularly with regard to human resources matters, finance, marketing, sales, and interpersonal proficiency.
3. Communication: To communicate competently – orally and in writing – express ideas clearly, listen effectively and respond appropriately. Keep others informed as necessary.
4. Trends of SWN's Region: develop knowledge of existing and growing industries in the region, provide accurate and timely updates to business community representatives.
5. Productivity: Organize, plan, and execute work with minimal supervision; demonstrate innovation when possible and accomplish the desired quantity of work or outcome on time and at an acceptable level of quality.
6. Initiative: Transform unexpected projects from challenges into client service opportunities and pursue viable ethical solutions for the business customer.
7. Use personal computers and office-related software products, such as Salesforce and Microsoft Office products.

8. Maintain confidentiality regarding business community information.

Required Qualifications

Note: Any acceptable combination of education, training, and experience that provides the above knowledge, skills and abilities may be substituted.

Training and/or Education

Bachelor's degree in business, marketing, communications, human services, or related field is preferred.

Experience

Experience in sales/marketing, recruiting, interviewing, human resources, workshop facilitation, public speaking, and customer service is required. General knowledge of the major industry clusters prevalent in the region with an in-depth knowledge of all clusters.

Licenses or Certificates

Driver's License required.

Must complete and update Business Services training and certification during employment.

Work Environment

Physical Demands

Work is performed in an office setting sitting at a desk or computer, in business offices/worksites and at events held in Harford and/or Cecil counties. Work requires walking, standing, bending, stooping, carrying of light objects and driving personal vehicle. Daily local travel is required.

Unusual Demands

The work involves frequent interruptions, deadline pressure, and occasional attendance at evening events.

FLSA Status

Non-exempt.