

Central Virginia Planning District Commission Classification Description

Classification Title: Assistant Director of Workforce Development
Department: Workforce Development
Supervisor: Executive Director of Workforce Development
Pay Grade: 115
FLSA Status: Exempt

General Statement of Job

The Assistant Director of Workforce Development will work closely with the Executive Director to manage projects as assigned in areas of Operations, Administration, Marketing, Business Engagement, and Outreach. The Assistant Director will provide the business community, local government and economic development officials, and education stakeholders, with information about the services of the Workforce Development Board. Significant employer and education engagement is required to develop regional sector strategies and resources for career pathways. The Assistant Director will perform general professional and administrative work under the supervision of the Executive Director of Workforce Development.

Specific Duties and Responsibilities

Essential Functions:

Serve as Chief Administrative Officer in the absence of the Executive Director of Workforce Development.

Establish and maintain effective service procurement, contracts and grants and help to oversee board, contractor and operator compliance with applicable Federal, State, and Local standards.

Coordinate program operations as needed within the Local Workforce Development Area VII, including service provider oversight and recommendations for strengthening services.

Create and communicate information about Workforce Development services for employers, local governments, media and the public. Work closely with the Executive Director to develop regional workforce strategies and priorities from the business community and stakeholders, as they relate to hiring and training needs.

Develop relationships with employers and educators, help secure funding, and help facilitate Central Virginia Employment Sector Strategies and Career Pathways, including developing and maintaining a video library of in-demand careers.

Identify and write grants that may support the work of the Central Virginia Workforce Development Board, including services to youth, adults and businesses.

Develop, update and manage multi-media materials in a variety of communication channels such as websites and social media accounts of the Central Virginia Workforce Development Board and Virginia Career Works Central Region. Responsible for producing press releases, articles, annual reports, newsletters, marketing materials and other communications related tasks, under the direction of the Executive Director.

Plan and participate in hiring events, community expos, job fairs and other similar activities and work with Virginia Career Works partner organizations to create a harmonious workforce system that is collaborative and effective for the needs of the public and the business community.

Work with CVPDC projects as needed to promote and develop strong communications that benefit the region and align with workforce development needs.

Serve as brand ambassador and reviewer for all Workforce Development Board marketing material.

Facilitate and support the Central Virginia Business Solutions Team and serve as a point of contact for the Workforce System as a whole.

Complete monthly, quarterly and annual reports on business engagement and other reports as needed.

Perform other duties as assigned.

Knowledge, Skills, and Abilities:

Excellent oral, written, and social media communication skills as a strong ability to write, edit, and deliver presentations as needed.

The ability to interact professionally and maintain effective working relationships with public and private sector leaders and representatives, including the media.

Ability to plan, schedule and organize meetings, regional visits from individuals or groups and special events, including news conferences.

Demonstrated expertise with Microsoft Office products for word processing, email, presentations, spreadsheets and publication software as required.

Proficiency with Adobe Creative Cloud or equivalent web and graphic design tools required. Video and Photography skills preferred.

Ability to research and prepare clear, concise and well-organized technical reports.

Ability to organize work with minimal supervision and execute multiple tasks simultaneously.

Ability to plan and accomplish goals, using skillful problem solving techniques.

Ability to work as part of a team and to adapt work habits and procedures as necessary to accommodate the organization.

Ability to work flexible hours, including evenings as needed from time to time.

Education and Experience

Bachelor's degree from an accredited university in business, communications, public relations, journalism, marketing, English or related field preferred.

Five (5) years of relevant experience is required. An equivalent combination of education and experience may be considered. Government or nonprofit experience preferred.

Possession of valid Virginia Driver's license and acceptable driving record required.

Physical Conditions and Work Environment

Work is normally performed in office environment in a seated position; employee may be required to travel to businesses and project sites. Some evening and weekend work may be required. Job requires frequent use of hands and fingers to operate a computer and other equipment, and to reach with hands and arms. Occasionally required to stand, walk, bend, stoop, kneel, crouch or crawl, and occasional lifting or moving objects of up to 30 pounds. Requires close vision and ability to adjust focus.

Date Approved:

Date Amended: June 13, 2024