

Job Title: Director of Workforce and Economic Development

FLSA Status: Exempt

Job Summary

Reporting to the Vice Chancellor of the West Virginia Council for Community and Technical College Education, the Director for Workforce and Economic Development provides leadership for workforce training initiatives and business and industry partnerships to advance the development of and enrollment in college-ready programs for business and industry.

Nature of Work

The Director of Workforce and Economic Development assists businesses in identifying their workforce competency and hiring requirements; forming training partnerships and employment pipelines; leveraging CTCS resources to provide and customize the wide array of programs and services; and delivering affordable, specialized training anytime, anywhere: on employer site; on-campus; on-line; or at community-based locations. The Director manages the *WV Advanced* grant to support employer training and partner with both existing and potential employers on business development and/or relocation initiatives. The Director develops apprenticeship, internship, and other workplace based experience programs in support of students and local industry. This position is responsible for marketing, budget, data management, analysis, and reporting, and assisting in the design and development of new programs in collaboration with local Community and Technical Colleges. This position is actively involved in regional economic development, employer organizations and district high schools to ensure program outreach and alignment. In some parts of the state the Director will be asked to lead and facilitate sector partnership initiatives. The Director works closely with staff to achieve the goals of the WVCTCS.

Examples of Duties

The following list provides examples of the most typical duties for this position. The list may not include all of the work that may be assigned to this position.

- Implement CTCS' strategic initiatives in meeting the needs of industry and businesses concerning training, assessments, and technical assistance and career placement, while coordinating with 9 colleges in meeting these needs through career and technical or academic programming
- Coordinate with College leadership to ensure consistency with and non-duplication of other efforts, programming and student services
- Lead and participate in regional efforts to address workforce shortages and needs assessments in key industry sectors. Where needed, facilitate state and regional sector strategy groups

- Provide training and coaching to college staff to meet employers needs and develop customized training curricula
- Guide the assessment of current programming to strengthen content, improve employer satisfaction, and increase community connections
- Work with College faculty and staff to implement credit and non-credit workforce development programs that meet community needs
- Conduct business enterprise planning, identify/secure funding (i.e., grants and contracts), coordinate program delivery, and resource development
- Create and operate strategic alliances with economic development entities, corporations, community groups, labor unions and local government
- Ensure that commitment to diversity and inclusion is visible in all aspects of CTCS' operations
- Collaborate with K-12 system, particularly secondary institutions, to create dual enrollment career pathways
- Develop effective partnerships with businesses and industries in the identification of training needs, including conducting quantitative and qualitative training needs assessments, and development of customized workforce solutions
- Responsible for area alignment with CTCS strategic initiatives and facilitates the preparation of short- and long-term plans in support of CTCS mission, vision and goals
- Oversee the development of marketing strategies and outreach processes leading to enrollment and programmatic recognition and growth in workforce programs
- Represent CTCS as a member of the at regional and state level workforce development meetings and conferences
- Develops and coordinates the system-wide Workforce Directors monthly meetings
- Negotiates and develops profitable agreements and contracts in compliance with CTCS policies; writes training agreements and/or contracts, close sales, and execute agreements
- Generates revenue and growth, moving college workforce divisions toward increased profitability to build capacity for sustainability
- Develops and sustains strategic business and industry relationship
- Actively manages and reports on pipeline of prospective training, status of the business activities, and forecast of revenues resulting from training activities
- Defines and communicates marketing support requirements to exceed sales goals
- Establishes, manages, and tracks sales initiatives in conjunction with marketing plan
- Prospects for new and repeat training business using a relationship management process
- Supports colleges Corporate Solutions to identify new educational and non-traditional funding streams to foster division growth and sustainability. Analyzes and tracks effectiveness of customer training and retention

- Provides executive level support working with Curriculum Education to provide seamless, on-time delivery of workforce training, identify and implement programs to move Continuing Education Units (CEUs) to Curriculum (CU) credit
- Administer the WV Advanced grant including annual visits to all grantees for program evaluation including photos, outcome reporting, promoting company employee development:
 - The Customized Job Training program provides a maximum annual grant award of \$1000 per employee. Funding for FY 2018 is \$3.1 million.
 - The Advanced training program focuses on companies relocating to or expanding in West Virginia and provides funds to net new hires.
 - The Advanced training program also focuses on providing assistance to established West Virginia companies in order to remain competitive within their industry, adapt to new technology and prevent layoffs.
 - The training programs are a partnership between the Community and Technical College System and the Department of Commerce and are managed through the local community colleges.
- Performs other related duties as assigned by the Chancellor or Vice Chancellor

Knowledge, Skills and other Abilities

The requirements listed below are representative of the knowledge, skills and abilities required to satisfactorily perform the essential duties and responsibilities of this job:

Knowledge of:

- Extensive knowledge of current workforce development issues at the regional, state, and national levels, such as developing apprenticeship initiatives and regional workforce selections.
- Considerable knowledge of current and projected job market trends, educational and training needs of business, industry and government in West Virginia and of best practices in the provision of workforce development, economic development and training in community colleges in both credit and non-credit options.
- Understanding of principles of employment, supervision, and evaluation of faculty, staff and administrators.
- PC software including word processing, spreadsheet, database, presentations and workforce and economic development data systems.

Ability to:

- Identify and engage key strategic external partners, individual and institutional, for the purposes of building effective collaborative initiatives to deliver programs, curriculum for industry partnerships with the ability to pull together many different constituencies, from both the public and private sectors.
- Lead teams toward successful collaboration in the development of workforce training that will meet the present and future needs of the region's economic development and corporate communities
- Communicate data in oral, written and graphic form to individuals with varying backgrounds
- Develop and deliver public presentations

- Manage multiple tasks and deadlines
- Utilize Microsoft Office Software and economic development and workforce based software like EMSI.

Minimum Qualifications, Education and/or Experience

Any combination of education and experience that demonstrates possession of the requisite knowledge, skills and abilities. A typical way to obtain these would be:

Master's degree; minimum of three years administrative experience, formal training, internship, or leadership in a related field

Desirable qualifications and Experience:

- Demonstrated ability to create workforce development programs that have produced positive outcomes.
- Progressive experience in developing effective regional consortium to deliver workforce training and development programs.
- Demonstrated experience in effectively promoting workforce development programs to the community.
- Excellent interpersonal skills and a personal commitment to equity.
- Experience with development and implementation of career programs.
- Experience with college or industry workforce planning.
- Experience in implementing data driven educational best practices.
- Experience in enrollment management and productivity measurements.
- Experience monitoring budgets and grants