



# Bay Area Workforce Development Board

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TDD/TTY Dial 7-1-1 Toll-free

[www.bayareawdb.org](http://www.bayareawdb.org)

The Bay Area Workforce Development Board is currently recruiting a Regional Employer Services Coordinator, focused on promoting and supporting careers in designated high-demand rural healthcare occupations in a targeted 5-county area of Northern Wisconsin. The Bay Area Workforce Development Board is a public, non-profit 501(c)(3) corporation and administers comprehensive workforce development services and programs across an 11-county region of Northeast Wisconsin.

## **Position Summary**

The Regional Employer Services Coordinator is responsible for outreach, recruitment, and the promotion of enrollment strategies for the five counties under the Collaboration of Wisconsin (COW): Rural Investment in Community Healthcare grant program for which Bay Area Workforce Development Board (Bay Area WDB) encompasses. These five counties include Oconto, Menominee, Lincoln, Langlade, and Waushara. This grant targets seven healthcare occupations with a goal of increasing the number of individuals trained and employed in rural counties of Wisconsin. Additionally, the Regional Employer Services Coordinator serves as the Bay Area Workforce Development Board's primary conduit for connecting talent to regional driver-industry employers.

## **Primary Duties and Responsibilities**

1. Lead outreach and recruitment efforts of potential program participants into the COW Rural Healthcare program;
  - a. Communicate rural healthcare initiative's intent and goals to a broad audience
2. Conduct and coordinate outreach efforts with all partners in the established five county region to ensure a collaborative approach is achieved;
  - a. Ensure open communication with all regional recruitment, co-enrollment, and referral partners; local service agencies; employers; and One Stop American Job Centers
3. Participate in coordination meetings and maintain communication amongst the six Workforce Development Areas (WDA's) regarding program implementation;
4. Screen, assess, and enroll qualified participants into the COW Grant Program;
  - a. Refer participant to appropriate training entity/track
  - b. When applicable, refer participants to partner programs that can enhance enrollment strategies and ensure adequate program support and involvement, including the Workforce Innovation and Opportunities Act (WIOA) program
    - i. Develop thorough knowledge of WIOA program(s), services and data tracking system
5. Perform case management, coaching, and counseling for participants as needed through the training and follow-up period;
6. Conduct outreach to healthcare employers in coordination with Technical Colleges and other partners;
  - a. Manage staff, employer, and regional partner relationships

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**Bay Area WDB, serving WIOA Title I, is an Equal Opportunity Service Provider and Employer.**

Additional information, and auxiliary aids and services for individuals with disabilities, is available by contacting Matt Valiquette, EO Officer at [mvaliquette@bayareawdb.org](mailto:mvaliquette@bayareawdb.org) | (920) 431-4100 | TDD/TTY Dial 7-1-1 Toll-free

- b. Communication to all partners to gather input and provide program updates
7. Develop positive relationships with employers to perform job placement for grant participants in the county cluster region, this includes outreach and travel to employers;
8. Responsible for tracking performance, monitoring participants, and completing all necessary data entry and reporting requirement;
9. Assist with development of local and program specific COW policies and procedures with the Bay Area Workforce Development Board team.

### **Additional Responsibilities**

1. Serve as the primary liaison between Bay Area WDB and regional driver-industry employers throughout the 11-county workforce development area;
2. Collect, analyze, and present information about area businesses and their workforce needs to the WDB. When applicable, connect Bay Area WDB programs and initiatives with employers, and develop new initiatives as employer demand requires;
3. Participate in the Regional Business Services Team to develop and sustain coordinated business outreach efforts among job center partners within the WDA;
4. Receive work experience referrals and coordinate outreach to employers to identify placement sites.
5. Assist mass layoff/dislocation Rapid Response coordination with Bay Area WDB staff.

### **Relationship**

This is a salaried, full-time, exempt position reporting to the Executive Director of the Bay Area WDB.

### **Qualifications**

1. Bachelor's Degree in business, human services, or related field, or work experience commensurate to the degree
2. Community engagement, marketing/communications experience preferred
3. Excellent verbal and written communication skills
4. Strong organizational skills
5. Sales experience is a plus

**Salary Range:** \$48,000 – \$54,000

In addition to offering Medical, Dental, Term Life Insurance, and Short-Term Disability benefits, the Bay Area WDB provides a great work-life balance and opportunities for personal and professional growth.

To Apply: Submit a Resume or Curriculum Vitae to [mvaliquette@bayareawdb.org](mailto:mvaliquette@bayareawdb.org)