

GREATER ROANOKE WORKFORCE DEVELOPMENT BOARD

JOB DESCRIPTION

Job Title: Apprenticeship Coordinator Date: December 2023
Reports To: Business & Development Manager Status: Exempt

Basic Function: The Apprenticeship Coordinator is responsible for assisting the Greater Roanoke Workforce Development Board (GRWDB) with the expansion of work-based learning experiences, specifically Registered Apprenticeship and Youth Registered Apprenticeship opportunities. This position will implement strategies that lead to systems change and increased capacity around Registered Apprenticeship programs in the Roanoke Valley and Alleghany Highlands. This position will also be responsible for increasing employer partnerships that expand apprenticeship opportunities in the Greater Roanoke region, including increasing the awareness of apprenticeship programs and the process for creation and implementation in the Commonwealth of Virginia. This is a grant-funded position and continuance will be based on successful outcomes and funding.

Significant Responsibilities:

Performs specific job responsibilities:

- Develop and maintain relationships with industry and educational partners to establish key elements of Registered Apprenticeship programs and assist in various stages of development to expand apprenticeship opportunities in the Roanoke Valley and Alleghany Highlands.
- Coordinate all activities with assigned staff from the Virginia Department of Workforce Development and Advancement.
- Assist employers in navigating paperwork, finding related technical instruction, and completing official processes to register as a sponsor of Registered Apprenticeship and/or Youth Registered Apprenticeship through the Commonwealth of Virginia.
- Attend training and professional development activities and related conferences, as required.
- Remain current and proactive with trends and policies in apprenticeship and work-based learning in Virginia.
- Develop effective program marketing and materials that will reach appropriate audience(s); disseminate information through presentations, civic engagement, and various media outlets.
- Develop social media and web presence to share information on current sponsors, available apprenticeship opportunities, and success stories around implementation of Registered Apprenticeship and Youth Registered Apprenticeship opportunities.
- Attend meetings of the Business Solutions Team and Regional Talent Development Consortium.
- Participate in industry or sector partnerships to enhance business development activities and programs.
- Plan and participate in outreach events, hiring events, job fairs, and other similar activities.
- Prepare and present reports on business service activities and outcomes to leadership of the GRWDB.

Job Scope:

- Coordination: coordination of activities with a variety of team members made up of internal and external partners
- Communication: daily communication with Board staff and workforce internal and external partners
- Confidentiality: adhere to confidentiality requirements and maintain highest confidentiality required when working with economic development projects
- Financial: coordination of activities with a variety of internal team members to promote financial incentives availability and process for accessing applicable programs
- Judgement: errors could result in federal and state compliance and financial issues
- Compliance: responsible for knowledge of federal, state, and local policy, with emphasis on legislation put forth by the U.S. Department of Labor Employment and Training Administration
- Travel: frequent travel within the eight localities of the region including the Counties of Alleghany, Botetourt, Craig, Franklin, and Roanoke and the Cities of Covington, Roanoke, and Salem. Occasional overnight travel to conferences and workshops within the Commonwealth of Virginia and out-of-state.

Minimum Qualifications Required:

Education/Experience: Bachelor's Degree and two (2) years of professional experience in business development, marketing, public relations, or human services, **OR** a combination of education and experience.

Licensure, Certification and/or Registration: None

Other Minimum Qualifications: None

Essential Skills, Abilities & Knowledge: Knowledge of the structure and operation of government and community agencies and private businesses; ability to work independently; ability to manage projects with deadlines; ability to express ideas clearly and concisely, both orally and in writing; ability to consider and weigh a variety of factors in making decisions and recommendations; ability to update and maintain various social media platforms; ability to establish and maintain a good working relationship with clients, public and private agencies, and the employer community; and the ability to compile data and make reports.

Working Conditions: This is a partially sedentary job with requires sight sufficient for significant reading, keyboarding/computer use, and requires an individual with hearing sufficient for extensive direct and/or telephone contact with a wide scope of workforce agencies and individuals. Responsibilities require an individual to be physically mobile to attend meetings in multiple locations. Regular travel to meetings within and outside the eight localities in the Roanoke Valley and Alleghany Highlands. The nature of this position and the personal interactions involved require that an individual possess significant and persuasive interactive communication skills. Reasonable accommodation may be made to enable individuals with a disability to perform the essential functions.

This job description is only meant to be a representative summary of the major responsibilities and accountabilities performed by incumbents of this job. The incumbents may be requested to perform job-related tasks other than those stated in this description.

The Greater Roanoke Workforce Development Board is an Equal Opportunity Employer/Program. Auxiliary aides and services and interpreters are available upon request to individuals with disabilities. TDD-VA Relay: 711.

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