

Business Engagement Manager:

Cape Fear Workforce Development Board, Cape Fear Council of Governments

Reporting Structure: Reports to the Workforce Development Board Director

**Position Overview:**

The Business Engagement Manager is the business-facing member of the Cape Fear Council of Governments' Workforce Development team, who also serve as staff to the Cape Fear Workforce Development Board. Workforce Development Boards (WDBs) are established through legislation as the lead regional entities for strategic and fiscal oversight to the public workforce system, including NCWorks Career Center services and programs. The Cape Fear Council of Governments (CFCOG) is the administrative and fiscal agent for CFWDB activities across four counties: Brunswick, Columbus, New Hanover, and Pender.

The Business Engagement Manager is responsible for building relationships throughout the Cape Fear WDB region to exchange information that will improve the talent pipeline for business and industry. This role represents publicly funded "business services" on behalf of the region but also serves to promote strategic initiatives authorized by the Cape Fear Workforce Development Board. The position includes direct management of the Incumbent Worker Training Grants program.

Under the WIOA legislation, close relationships with our three regional community colleges, economic development groups, and Vocational Rehabilitation are mandated. These "required partners" are represented on the Cape Fear Workforce Development Board. Outreach should be a coordinated effort with representatives from these groups, as well as professional associations, Chambers of Commerce, and NC Division of Workforce Solutions staff, with private business being the shared primary customer.

**Essential Functions:**

- Reach out to corporate leadership and small business owners to identify hiring needs, retraining needs, and opportunities to help companies with publicly funded business services
- Establish ongoing meetings with leadership from Chambers of Commerce, professional associations, community colleges, economic developers, and community-based organizations to coordinate strategic talent pipeline management for the four-county region
- Initiate, facilitate, and/or participate in shared "business and industry visits" in each county and "sector strategy" meetings for a more regional focus
- Utilize Labor Market Information and testimonial data gathered in sector strategy meetings to develop Certified Career Pathways for high growth occupations, and work with internal and external partners to implement outreach strategies that draw jobseekers to those industries
- Coordinate regional marketing efforts, including the development of materials, CFWDB website, social media campaigns, press released, etc. that pertain to regional business services
- Provide on-going feedback regarding local business needs to NCWorks Career Center leadership and support existing relationships that businesses have with NCWorks Career Center staff
- Provide guidance as necessary to improve the accessibility and delivery of business services in each CFWDB NCWorks Career Center
- Promote the use of WIOA Work-Based Learning opportunities (OJT, IWT) with employers.  
Monitor program contractors for compliance and satisfactory customer service to employers

- Manage the Incumbent Worker Training Program, develop contracts, and enter data as required
- Serve as the Rapid Response Coordinator for the Cape Fear Region by facilitating communications between State-level NC Division of Workforce Solutions, the State Division of Employment Security, and the contractors of the WIOA Dislocated Worker program
- Submit reports to State-level NCDWS Business Services and the Cape Fear WDB Business Engagement Committee, compile labor market data for the region to share with stakeholders, and maintain electronic records of company contacts for partners to utilize
- Represent the Cape Fear WDB and the Cape Fear Council of Governments at conferences, meetings, and events, and make presentations as requested

**Knowledge, Skills, and Abilities:**

- Strong verbal and written communication skills, including the ability to present to groups
- Ability to form productive relationships and identify shared goals with partner organizations
- Knowledge of local and regional labor market data, high-growth industry trends, and the hiring practices of different industries
- Knowledge of the requirements of publicly funded and/or Federal employment programs
- Ability to prepare and effectively monitor contract documents and maintain a database
- Ability to schedule, plan, facilitate, and lead meetings and capture relevant details in minutes
- Ability to plan and organize work assignments effectively to meet deadlines and respond to business customers via email and phone
- Good attendance is necessary, and the right candidate will have the ability to meet objectives with minimal supervision but high accountability
- Ability to prioritize and manage multiple projects simultaneously
- Microsoft Office Suite, including Publisher and Excel
- Perform other related tasks as required

**Other Requirements:**

- Valid Driver's Licenses. Position is based in Wilmington, but considerable travel is required across Brunswick, Columbus, New Hanover, and Pender counties, as well other parts of the state for conferences, meetings, and events
- Bachelor's degree in Business Administration or related preferred; Associate's degree considered with relevant experience; experience as a business services professional, economic development professional, or accounts representative is preferred

**Application Information:**

Submit letter of interest with resume and salary requirements via email using the subject line "BSR Position" to [gbrick@capefearcog.org](mailto:gbrick@capefearcog.org).