



<b>Job Title:</b>	Director of Career Awareness and K-12 Partnerships		
<b>Date:</b>	04/05/2024		
<b>Job Type:</b>	Regular, Full-Time	<b>FLSA Status:</b>	Exempt
<b>Salary:</b>	\$65,000.00	<b>Salary Group:</b>	B-20
<b>Reports to:</b>	COO	<b>WIT JPID:</b>	16537027

To learn more, go to [www.wfscapitalarea.com/joinourteam](http://www.wfscapitalarea.com/joinourteam). Apply online at [www.workintexas.com](http://www.workintexas.com) (Job posting: TBD), then email your résumé & cover letter to [HR@wfscapitalarea.com](mailto:HR@wfscapitalarea.com).

**ORGANIZATION AND PURPOSE**

Workforce Solutions Capital Area is a non-profit organization that connects people to jobs. We are a recognized leader in workforce development. Our reputation is built upon collaboration, accountability, and innovation.

This mission of Workforce Solutions Capital Area is to lead the region’s workforce development system in support of a world-class workforce. We believe that training and education aligned to the needs of local employers are the foundation of a competitive workforce. We utilize a strategic approach to workforce development, based on analytics, to ensure that programs and services meet the needs of job seekers and employers.

**GENERAL DESCRIPTION**

Responsible for cultivating interest and understanding from job seekers for high demand, targeted industries and career pathways in the Austin Metro Area. Serves as an ambassador to the K-12 education system to raise awareness of high-demand careers and WFS services to educators, students, and families. Serves as the planning and implementation lead for Strategy One (Awareness and Enrollment) under the Hire Local Plan. Assists in the promotion of skills and occupations needed in target industries (Healthcare, Skilled Trades, Advanced Manufacturing, Mobility and Infrastructure and Tech) to diverse populations and age groups. Plans and implements career awareness activities involving industry partners, education and training providers, students, and the workforce. Makes presentations to groups related to raising awareness and driving enrollment into skills-building programs and opportunities associated with in-demand industry sectors. Analyzes labor market information (LMI) and translates data into engaging, digestible reports that are valuable to elected officials, higher education institutions, workforce and economic development planners, business industry groups, economic development planners, business industry groups, and the general public.

Supervises the Career and Educational Outreach Specialist positions.

Works under general supervision with latitude for the use of initiative and independent judgment. Reports to the Chief Operations Officer (COO).

**EXAMPLES OF WORK PERFORMED**

(This list should not be interpreted as all-inclusive. The employee may be required to perform or assume additional job-related duties other than included in this job description.)

- Responsible for advancing Strategy One under the Hire Local Plan.
- Leads and cross-trains Career and Education Outreach Specialists to analyze labor market information, so that they can assist with responding to requests from businesses, community partners, training providers and others.

- May provide representation and/or project management for contracts or initiatives related to LMI and/or raising occupational/industry awareness. Work may involve budget management.
- Collects, analyzes, and interprets economic data, labor market information and demographic data from public and private data sets, including the Texas Workforce Commission, as well job posting aggregate sites that provide employer hiring trends, for use in internal and external project planning, grant development, and dissemination of information to the public.
- Supports K-12 initiatives to raise awareness of high-demand occupations and implementation of CTE programs related to high-demand industries with local school districts.
- Partners with Education Service Center, Region 13, local chambers, and industry association organizations to advance workforce initiatives for in-school youth.
- Manages grant and contract funding opportunities to local community based organizations, school districts, and workforce partners to implement and advance workforce initiatives,
- Supports cross-departmental teams working to achieve all Hire Local Plan. Participates in meetings and action planning sessions intended to coordinate and support Hire Local Plan outcomes.
- Collects, analyzes, and interprets economic data, labor market information and demographic data from public and private data sets, including the Texas Workforce Commission, as well job posting aggregate sites that provide employer hiring trends, for use in internal and external project planning, grant development, and dissemination of information to the public.
- Supervise the Outreach Specialist's on the and advancement of K-12 initiatives for sector partnerships, such as the [Central Texas Healthcare Partnership's](#) K-12 workgroup. Through this workgroup and other similar sector partnership workgroups, they will lead coordination of career fairs, industry speaker series, teacher externships, and other events that connect industry partners to teachers, counselors, and students.
- Supports the Board's creation of the Target Occupation List, with input from relevant stakeholders including the program staff.
- Develops student career profiles for in-demand occupations in the Capital Area using labor market information as a resource for students, parents, teachers, college advisers and counselors.
- Presents information about labor market trends at workshops and presentations to teachers, students, and counselors, including Career and Technical Education, that align with the endorsement regulations.
- Assists in the development of strategic outreach tools to heighten awareness of and interest in high demand middle skill careers, particularly within low-income populations.
- Works collaboratively with internal and external partners to identify and remove barriers to student enrollment and persistence.
- Assists with grant applications related to LMI needs and awareness-raising for internal and external stakeholders. Leads the creation of grant applications directly associated with Strategy One of the Hire Local Plan
- Plans career awareness events for industry partners, education and training providers, students and the workforce including teacher externships, industry site tours, K-12 industry workgroups, and career fairs.

## **GENERAL QUALIFICATION GUIDELINES**

### **Experience and Education**

- Graduation from an accredited college or university with major course work in business, economics, education, public administration or other relevant field highly preferred. Experience and education may be substituted for one another.
- Related work experience in planning, and/or business development preferred.
- Project management experience preferred.

### **Knowledge, Skills, and Abilities**

- Project management experience
- Ability to plan, direct, delegate and coordinate activities as required.
- Knowledge of the K-12 system and opportunities for students to obtain certifications
- Experience using HubSpot or similar CRM tool preferred.

- Knowledge of local and regional labor market.
- Excellent presentation, writing, and communication skills.
- Strong organizational and time management skills.
- Ability to work well individually and as a member of a team.
- Ability to facilitate meetings and focus groups.
- Knowledge of and skill in using programs such as Access, Excel, and Project Management Software.

**Registration, Certification, or Licensure**

- Must possess a valid driver's license and have access to reliable transportation. Local and in-state travel required; some out-of-state travel may be required
- Must be legally eligible for employment in the United States
- May be subject to a background check (verification of education, employment, references, and criminal background)

**WORKFORCE SOLUTIONS CAPITAL AREA OFFERS A COMPREHENSIVE BENEFITS PACKAGE, INCLUDING:**

- Medical, dental, and vision insurance.
- Paid life insurance (Employee/Spouse/Child), long term disability (LTD), and AD&D.
- Supplemental life insurance option (Employee/Spouse/Child).
- Medical and dependent care Flexible Spending Accounts (FSA).
- 401(k) Savings and Investment Plan with company 4% Safe Harbor Contribution.
- Flexible paid time off (accrued vacation and sick leave).
- Paid parental extended leave.
- Paid professional development budget.
- Paid Employee Assistance Program (EAP).