

Manager, Communications & Business Services

Apply by June 30th, 2021

Position Overview

This dynamic full-time position supports Firelands Forward, a business-driven workforce development initiative managed by the Erie County Economic Development Corporation. Firelands Forward is a new collaborative effort of local businesses, education partners, and non-profits in Erie, Huron, & Ottawa Counties who seek to build a place that competitively attracts, retains, and develops talent. This position supports that vision by helping local employers create and promote best practice work places and leading talent attraction efforts for the community at large. We seek an individual looking to make a difference, supporting their community and economy, with a background in human resources or marketing and communications.

Preferred Qualifications and Experience

- Bachelor's degree in a related field such as: human resources, business, marketing and communications;
- 3+ years work experience in a related field;
- Familiarity with workforce development challenges - recruitment, hiring, and retention of qualified employees at a large scale;
- Knowledge of marketing principles and communicating with varied stakeholders and clients;
- Project management skills and experience supporting complex projects with measurable results;
- Strong written and verbal communication skills;
- Creative problem-solver and entrepreneurial attitude;
- Technology adept and willing to learn industry specific CRM;
- Ability to work with minimal supervision;
- Willingness to travel locally; valid driver's license and reliable transportation required;
- Grant writing and fundraising experience a plus.

Key Responsibilities

This mission of our work is to grow our region's economy by connecting a stable, skilled, and supported labor force to meaningful and sustaining employment. This position supports the needs of a key stakeholder - local businesses - and is responsible for our employer services. Day-to-day will involve conducting outreach to local companies in a variety of industries; making connections to assist with employee recruitment, labor market data, or employee retention needs; using marketing and communications to retain or source and relocate talent to north central Ohio. All work is confidential and requires significant personal interaction with high level corporate and governmental leadership. Examples of duties:

Employer Services

- Maintain an active knowledge of workforce development services and resources available to businesses on a local, state, and federal level;
- Create and maintain relationships in the business community through outreach and networking opportunities;
- Capture business needs through use of CRM software;
- Work with Firelands Forward team to deliver services including data analysis, job opening promotion, resource connections, and placement services;

- Act as liaison between the business community and service providers (ex. education providers, training grants, nonprofits serving employee needs) to ensure services are being marketed to businesses, and businesses have increased ease of access; and
- Actively communicate with members of partner organizations in education and social services to ensure our area can effectively solve workforce challenges.

Marketing & Communications

- Create and execute communication strategies around progress of the Firelands Forward workforce development initiative, including:
 - Develop and maintain meaningful presence on social media (LinkedIn, Facebook, etc.);
 - Utilize Constant Contact to communicate with Firelands Forward Followers;
 - Update Firelands Forward [website](#) with relevant content;
 - Contribute to organizational dashboard and reporting;
 - Assist with the creation and design of literature and print material as needed;
 - Coordinate and align efforts with marketing from [Erie County Economic Development Corporation](#)
- Create and execute marketing and communications to support talent retention and recruitment in the region, including:
 - Relocation packages for employers and partners;
 - Opportunities and reasons for talent to relocate to Erie, Huron, and Ottawa Counties (i.e. boomerangs and remote workers);
 - Opportunities and reasons for youth to stay, train, or complete their education in Erie, Huron, and Ottawa Counties.
- Create and execute communication strategies around policy issues of importance to Firelands Forward's advocacy agenda, including:
 - Drafting educational pieces on issues impacting a healthy labor market;
 - Hosting roundtables with policy makers, local businesses, and partners;
 - Integrating talking points with Firelands Forward digital platforms.

Team Support

- Build relationships with community partners that can contribute to the mission of Firelands Forward;
- Recruit supporters of Firelands Forward and its current focus areas of high school career connections and front line worker retention;
- Assist in planning, convening and facilitating partner meetings ("Work Groups") and Advisory Board meetings;
- Collaborate with staff and stakeholders to design and implement new projects and services in response to employer and community needs; and
- Become a familiar face within the community.

This is a full-time salaried position with travel requirements across our service territory, Erie, Huron & Ottawa Counties. Must be willing and able to attend after-hours meetings and events as needed. Compensation is commensurate with experience with an expected salary \$38,000-\$48,000 annually.

To Apply:

Interested candidates should email a resume and cover letter to FirelandsForward@eriecountyedc.org. All applicants will be reviewed as received until 6/30.