# **Outreach and Recruitment Specialist**

**Duties and Responsibilities:**

This position will serve as the point person for providing information and awareness to employers, educational institutions, local workforce development personnel, community organizations, government agencies, and potential sponsors for the development of apprenticeship and preapprenticeship programs. The individual serving in this role is responsible for learning all aspects of the National and Florida registered apprenticeship and preapprenticeship system, particularly the laws and regulations, employer training standards, program creation components, and funding opportunities to fulfill the requirements of the Apprenticeship State Expansion Grant. This position will be responsible for con-ducting presentations to a wide variety of audiences and attendance participation levels. Some aspects of the work will be strategic in nature, while other aspects will be in a support role to the regional Apprenticeship and Training Representatives (ATR). The position will also serve as the primary lead for interfacing with USDOL industry intermediaries.

Other areas of responsibility include broadly sharing labor market information with employers, working with existing apprenticeship and preapprenticeship training programs, listening to understand the needs of businesses and pro-viding viable solutions to meet those needs, developing and maintaining outreach and communication plans to promote apprenticeship and preapprenticeship expansion, and supporting business engagement efforts occurring throughout the state of Florida.

Duties are varied in nature and require independent judgment to determine the proper course of action within the limits of policy and procedure. The Outreach Specialist is required to perform the duties and functions of the position with little to no supervision and is expected to have a strong ability to be a self-starter and have entrepreneurial skillsets. Duties also include regular contact with both inside and outside sources to supply or obtain factual information. May be required to work other than a traditional workweek on occasion. Local, in-state, and out-of-state travel is required to at-tend in-person meetings. This position may require to travel up to, and as much as 90% and must have dependable transportation.

**ESSENTIAL JOB FUNCTIONS**

With specific attention paid to the business customer:

* Outreach to businesses with the goal of increasing the numbers of businesses utilizing Registered Apprenticeship.
* Plan and facilitate community meetings, including creating and/or managing for-fee luncheons, in-person and virtual employer training events, such as workshops to inform the business community of apprenticeship opportunities. Present to large and small groups in-person and virtually.
* Plan and manage effective business outreach campaigns to inform the employer community of this positon and our ability to assist them with developing apprenticeships. Develop and maintain business outreach targets, organize out-reach and communication plans, and coordinate activities.
* Work directly with USDOL intermediaries to coordinate intermediary efforts including the coordination of Accelerator events and development of registered programs.
* Collaborate with business leaders, government officials, educators and trainers to develop and implement a wide variety of projects to promote apprenticeships.
* Develop and/or work with professional firms to develop professional, high quality reports and marketing and out-reach materials targeted at business customers.
* Work with the state, regional, and local workforce development boards.
* Work with school districts, state colleges, and universities to promote apprenticeships and preapprenticeships.
* Coordinate efforts with the Florida Apprenticeship Association
* Provide subject matter expertise as an expert evaluator on the state (PCOG) and federal grant reviews.
* Work with the ApprenticeFlorida Team as an expert consultant for the development of resources and materials and represent the Office of Apprenticeship upon request.
* Work with colleagues at CareerSource Florida on the development of the Apprentice Florida Standards Builder and provide training to local workforce development board navigators which includes the preparation of monthly FRAT agendas and facilitate meetings.
* Write timely and accurate reports on business activities for grant reporting.

**REQUIREMENTS OF WORK**

* The individual in this job must possess these skills and abilities or be able to explain and demonstrate that they can per-form the essential functions of the job, with or without reasonable accommodation, using some other combination of skills and abilities.
* Must be willing to learn everything possible about apprenticeships and passionately promote this training modality.
* Significant knowledge of promoting and/or selling to business, business to business sales or business development in the field of organizational development, change management, workforce development, or education and training services preferably in higher education, community college, or workforce development setting.
* Ability to understand business workforce needs, and quickly build and manage relationships to help meet those business needs.
* Desire to learn about workforce development programs and initiatives.
* Knowledge of business development, program development, program management, marketing, human resources, training or related fields.
* Knowledge of organizational development and adult training practices.
* Excellent business communication skills including business acumen and etiquette.
* Ability to use varying styles, approaches, skills and techniques that reflect an understanding and acceptance of the role of culture in a diverse, multi-cultural workplace.
* Able to articulate a strong business case for investing in education and training services.
* Ability to function as a self-starter and to work independently.
* Project management skills and experience.
* Proven ability to consistently meet deadlines, timeline and schedules.
* Ability to learn policies, procedures, and activities of grants and programs managed by the Florida Department of Education.
* Ability to communicate effectively, both orally and in writing.
* Ability to read and understand manuals, regulations, and professional publications.
* Ability to resolve complex technical and programmatic issues.
* Ability to carry out special and general assignments without direct supervision.
* Ability to establish and maintain effective public and working relations.
* Skill in the use of personal computers and applicable computer software.
* Ability to utilize RAPIDs to research program information and derive data and reports.

**PERFORMANCE STANDARDS**

The criteria for evaluation in this position include, but are not limited to, the following:

* Promptly responds to customer inquiries, requests or complaints.
* Projects and assignments are completed to meet deadlines.
* Ensures administrative activities are performed in an accurate and timely manner.
* Ensures timely and accurate recordkeeping of all related student or business documents.
* Makes efficient use of time to focus on quality and program growth.

**OTHER DUTIES AS ASSIGNED**

Perform and complete in a professional and timely manner other assignments as delegated by the Senior Educational Program Director, the Division of Career and Adult Education, of the Department of Education.