



Job Title: Workforce Development Director	Reports to: City Administrator
Department: Administration	Job Grade: Exempt
Date Approved: 03/07/2022	Fair Labor Standards Act (FLSA)

Position Summary

The primary function of this position is to champion workforce development initiatives, promoting them and executing necessary tasks to ensure successful implementation and effectiveness. Serve as an integral part of the City team and will work collaboratively to advance the region’s workforce recruitment and retention efforts; and to stimulate an environment for innovation and entrepreneurship. This will include directing development programs and projects, working with community leaders to attract new business and support local businesses with retention and/or expansion projects. The Workforce Development Director builds and maintains relationships with public and private partners, stakeholders, and industry representatives to effectively advance the City strategy, goals, and objectives to recruit, grow, and retain primary sector business that align with City priorities.

Essential Job Functions

- Evaluate and track success of workforce programs demographic measurements and metrics.
- Establishes a comprehensive business retention and expansion visitation program; meets with businesses to discuss needs, challenges, and to identify opportunities; address company needs and promotes opportunities for expansion, new job growth and capital investment; works with resource provider partners to address needs.
- Plan and coordinate workforce-related committee meetings and manage related documents, correspondence, and activities.
- Organize, promote, and execute events that highlight career opportunities in the region and educate employers on addressing workforce challenges.
- Serve as a primary point of contact, providing guidance and resources to key partners and stakeholders to advance workforce initiatives.
- Identify financial resources for recruitment of workforce establishment in the City of Watford City.
- Coordinates public relations, workforce programs, and community outreach activities that directly contribute to community engagement and directly support marketing efforts associated with the City of Watford City.
- Assist with business retention and recruitment efforts by compiling information necessary for project proposals and applications; assessing and maintain up-to-date information on regional properties available for leasing and development; monitoring target industries to identify recruitment opportunities/leads; and assisting with client relations as needed.
- Facilitates collaboration of schools, industry, neighborhood organizations, and other community and/or interest/stakeholder groups to promote destination marketing.



- Provide video and written content to enhance City and County marketing outreach efforts to be used for press releases, website content, social media posts, or print materials.
- Prepares monthly written report to City Council pertaining to development activities, various initiatives, and activities.

Requirements/Knowledge/Abilities

- Excellent interpersonal, influencing, written and oral communication skills – comfortable with public speaking.
- Demonstrate ability to build and maintain effective working relationships with all contacted in the course of work.
- Demonstrate knowledge of business development factors impacting business and community vitality.
- Work collaboratively with others in a diverse and inclusive environment.
- Represent and promote the City by serving on task forces, committees and events.
- Highly self-motivated with the ability to multi-task effectively.

Education/Experience

- Requires a bachelor's degree in business or related field, and prior experience in business development is preferred.
- Knowledge of principles, practices, and methods of economic & workforce development.
- Competent user of standard business computer software and client management system.
- Ability to organize and prioritize responsibilities.
- Ability to work within timelines to define and execute steps necessary to bring projects to successful conclusions.
- Must possess a valid State Driver's License.

Working Conditions/Physical Demands

- This position requires mostly day shifts but has occasional requirements to work some evenings and weekends for special events and activities that will take place indoors and or outdoors.
- Occasional overnight travel may be required.
- Mandatory attendance at board and committee meetings as well as required events and conferences.
- Physical demands include moderate physical activity that includes prolonged standing and/or walking.
- Work may require routine travel.
- Must be able to exert up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.

Some requirements in this job description may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees.

All requirements are subject to modification to reasonably accommodate individuals with disabilities.

Requirements are representative of minimum levels of knowledge, skills, and experience required. To perform this job successfully, the worker must possess the abilities and aptitudes to perform each duty proficiently.

This document does not create an employment contract, implied or otherwise, other than an "at will" employment relationship. The Personnel Committee retains the discretion to add duties or change the duties of this position at any time.