

**JOB DESCRIPTION**

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| **Position Title:** Strategic Innovation and Communications Manager | **Classification:**Exempt/Full-Time |
| **Program:**Workforce Development | **Location:** 313 W. Liberty St. Suite 114, Lancaster, PA |
| **Reports to:** Chief Operating Officer | **Number of People Supervised:** |

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| **POSITION PURPOSE** |
| The Lancaster County Workforce Development Board (LCWDB) is seeking a detailed-oriented and technology savvy Strategic Innovation and Communications Manager, this person would serve as the implementer of key strategic priorities as well as the point of contact for researching new grant initiatives. The Strategic Innovation and Communications Manager will convene, collaborate and communicate on strategic priorities for the organization and lead community partnerships. The Strategic Innovation and Communications Manager reports to the Chief Operating Officer (COO). The Strategic Innovation and Communications Manager will lead grant research and application processes, maintain the organization website and social media outlets, ensure branding standards throughout all publications. As a member of the leadership team, the Strategic Innovation and Communications Manager will encompass and carry out the mission/vision of the Lancaster County Workforce Development Board and perform responsibilities in alignment with organization core values:**Mission*** The Lancaster County Workforce Development Board seeks to align fiscal resources and provide strategic direction for Lancaster County jobseekers and employers.

**Vision*** The Lancaster County workforce development environment is characterized by innovative opportunities for job seekers, employers, and community partners to achieve their maximum potential.

**Core Values*** Accessible, inclusive path to training, development, and opportunity for workforce advancement.
* Intentional community partnerships.
* Connective resources to support collaboration and innovation.
* Systematic equity and integrity of service delivery.
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| **ESSENTIAL DUTIES AND RESPONSIBILITIES**  |
| * Responsible for scoping and implementing special projects and strategic initiatives including implementation of key strategic plan objectives and long-range strategic initiatives.
* Works in conjunction with senior management to pursue and achieve tactical or strategic objectives pertaining to the long-term strategic vision.
* Lead selected program-based special projects that require cross-functional engagement with key staff across the organization, and with external stakeholders, as appropriate.
* Identify grant opportunities that align with the board’s strategic initiatives. Work with WDB Director to scale potential new funding opportunities.
* Assist in compiling research and analyze labor market data and its potential impact on our programs, new grant opportunities and services to job seekers and businesses.
* Build upon community partnerships and economic development relationships.
* Data analysis of rationale for new and existing grant opportunities
* Participate in research of labor market information and the development of planning documents for grant applications.
* Develop and create applications for new or state funded initiatives.
* Undertaking research tracking trends, preparing presentation, development of meeting agendas, drafting briefings/policy papers, and/or compiling pertinent background materials for attendees, preparing summaries of discussion, coordinating logistical arrangements, and ensuring appropriate and effective communications with participants, as needed.
* Coordinate internal and external social media relations for the WDB.
* Coordinate WDB website for new and relevant content development.
* Publish monthly newsletter with input from all staff and partners.
* Maintain and develop press releases.
* Project Manage Business Education Workforce Summit/Annual Meeting
* Adhere to Board policies.
* Perform other duties as assigned by WDB Director
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| **EDUCATION/CERTIFICATION & RELATED WORK EXPERIENCE** |
| * Four-year college degree in human service, education, youth or related field with experience in similar field, or four years of progressive, comparable experience in human service, education, strategic development and management, or related field or four-year combination of college education and progressive, comparable experience in the economic and workforce development system or relate field.
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| **SKILLS & KNOWLEDGE** |
| * Personal qualities of integrity, credibility, and commitment to LCWDB’s mission. A hands-on strategic thinker who works well independently and within a team.
* Strong interpersonal and communication skills; experience in effectively communicating key strategic directives including presentations to senior management, board, or other outside partners.
* Perform multiple tasks, often with short notice.
* Adhere to unexpected deadlines and short turn-around times.
* Establish and maintain an effective, professional working relationship with internal and external customers, despite potentially stressful situations.
* Communicate information effectively in writing as appropriate for the needs of the audience.
* Manage one’s own time and the time of others.
* Extensive knowledge of applicable Workforce System Policies (WSP), and regulations. (learned)
* Extensive knowledge of the CareerLink, its partners and services. (learned)
* Extensive knowledge of the WDB strategic plan and its priorities. (learned)
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| **Benefits Overview**  |
| * 401 (k)
* Health, dental, vision insurances
* Paid Time Off
* Ability to (as appropriate) work remotely
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***Statement of Commitment to Culture***

Lancaster County Workforce Development Board is committed to provide and maintain a culture of accountability in all areas of work performed by each employee.

***Definition of Accountability***

Accountability is the expectation to carry forward a responsibility to a successful conclusion. With accountability comes the authority to decide, direct and take necessary action to ensure success, and the obligation to report, explain and be answerable for the results and/or consequences.

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Employee Name (please print) Date

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Employee Signature

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Supervisor Signature Date

***Equal Employment Opportunity***

LCWDB provides equal employment opportunities to all qualified individuals without regard to race, gender, disability, ethnicity, religion, sexual orientation, national origin, age, citizenship, veteran status, or genetic information.

***Americans with Disabilities Act***

Applicants as well as employees who are or become disabled must be able to perform the essential duties and responsibilities either unaided or with reasonable accommodation. The agency shall determine reasonable accommodation on a case-by-case basis in accordance with applicable law.