

Iowa Department of Administrative Services – Human Resources Enterprise
Job Classification Description

Business Marketing Specialist – Workforce Development

Definition

Develops relationships with local businesses, agencies, and economic groups to recruit business customers to use Iowa Workforce Development products and services; performs related duties as required.

The work examples and competencies listed below are for illustrative purposes only and not intended to be the primary basis for position classification decisions.

Work Examples

Identifies and personally meets with employers who are prospects for employability programs within the region to share services and resources available to them from Iowa Workforce Development; convinces them to use the Iowa Workforce Development as their primary source of job applicants by using such resources as job postings for local Workforce Development website, Smart Career Move, Job Central, and Iowa Jobs.

Represents the department at regional economic development groups and partners with them in their efforts to assist new and expanding businesses in staffing needs. Works hand-in-hand with local economic development planners.

Conducts presentations to both large and small groups, Employers Council of Iowa, and individuals on products and services.

Develops strategies to attract workers to the area and coordinates the recruitment efforts. Develops regional marketing plan, soliciting input and/or funds from partner organizations for a collaborative effort. Seeks no-cost marketing options. Meets the local employers and community-based organizations to promote services and assistance available from regional partners. Works closely with local economic development planners to assist new and expanding businesses in meeting staffing needs.

Coordinates with the agency's Communications Director on regional radio/television/newspaper advertising campaigns to market workforce development services while seeking no-cost marketing options.

Serves as point of contact for local labor market information and liaison with partners in recruitment of workers to fill local employer needs. Assists local staff with the fulfillment of special recruitment efforts and, when needed, participates in local job matching activities.

Assists and refers employers to appropriate resources when problems relating to employment, turnover, absenteeism, poor personnel records, child labor laws, OSHA, tax information, and workers' compensation. Must be able to recognize and give technical assistance to these employer problems. Helps to develop and implement problem-solving strategies to address the issues.

Partners with other agencies to provide services and shares best practices.

Competencies Required

Knowledge:

- Customer and Personal Service – Principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- Communications and Media – Media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- Sales and Marketing – Principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- Administration and Management – Business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
- Personnel and Human Resources – Principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems.
- English Language – Structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
- Clerical – Administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology.

Abilities:

- Oral Expression – Communicate information and ideas in speaking so others will understand.
- Speech Clarity – Speak clearly so others can understand you.
- Written Expression – Communicate information and ideas in writing so others will understand.
- Oral Comprehension – Listen to and understand information and ideas presented through spoken words and sentences.
- Written Comprehension – Read and understand information and ideas presented in writing.
- Deductive Reasoning – Apply general rules to specific problems to produce answers that make sense. See more occupations related to this ability.
- Speech Recognition – Identify and understand the speech of another person.

Skills:

- Speaking – Talking to others to convey information effectively.
- Active Listening – Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- Reading Comprehension – Understanding written sentences and paragraphs in work related documents.

- Social Perceptiveness – Being aware of others’ reactions and understanding why they react as they do.
- Writing – Communicating effectively in writing as appropriate for the needs of the audience.
- Critical Thinking – Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems. See more occupations related to this skill.

Minimum Qualification Requirements

Applicants must meet at least one of the following minimum requirements to qualify for positions in this job classification:

- 1) Graduation from an accredited four-year college or university with a bachelor’s degree in marketing, journalism, public relations, graphic design, communications, human resources, business, or economics and two years of full-time work experience in marketing, journalism, public relations, graphic design, communications, human resources, business, or economics.
- 2) A total of six years of education and/or full-time experience (as described in number one), where 30 semester hours of accredited college or university course work in marketing, journalism, public relations, graphic design, communications, human resources, business, or economics equals one year of full-time experience.

Effective date: 1/17 SA