

Business Liaison

JOB DESCRIPTION

JOB SUMMARY: Business Liaison serves as the face of Workforce Solutions South Plains Business Services efforts in the community. This role is responsible for building, maintaining, and growing strategic relationships with employers, community partners, economic development entities, and regional stakeholders across the 15-county South Plains area. Through consistent engagement, regular outreach activities, and data-informed conversations, this position strengthens the organization's presence and reputation as the region's most trusted workforce connector. The Liaison reports directly to the Chief Executive Officer and is expected to represent the organization with professionalism and enthusiasm in all community settings.

ESSENTIAL JOB FUNCTIONS:

- Serve as the primary point of contact and face of Workforce Solutions South Plains for employers, partner agencies, and community organizations across the 15-county region.
- Build and sustain a robust portfolio of employer and partner relationships through consistent in-person visits, phone outreach, and follow-up communication.
- Plan, coordinate, and host Lunch & Learn events with business partners to share Workforce Solutions services, labor market data, and available incentives (e.g., On-the-Job Training, Work Opportunity Tax Credit).
- Develop and maintain a relationship tracking system to log all employer and partner interactions, document outcomes, and measure engagement activity.
- Establish and report on monthly performance metrics related to partner engagement, including: number of employer visits, Lunch & Learns hosted, new partnerships formed, job orders received, and referrals made.
- Present monthly relationship-building reports to the CEO, identifying successes, barriers, and opportunities for improvement.
- Represent Workforce Solutions South Plains at community events, job fairs, chamber meetings, economic development forums, and workforce convenings.
- Collaborate with Career Center staff to align employer needs with job seeker services and ensure a seamless referral experience for both sides.
- Work closely with all Chamber of Commerce groups, and Economic Development Corporations within the 15-county service area.
- Assist in the development of co-branded materials, employer-facing resources, and outreach content to promote Workforce Solutions services.

OTHER RESPONSIBILITIES:

- May assist the COO in strategic planning for employer services and business development activities.
- Identify and report barriers that prevent employers or partners from fully engaging with Workforce Solutions services.
- Coordinate with internal staff to facilitate informational sessions or tours of Career Center locations for employer partners.
- May assist in other duties as assigned by the CEO.

QUALIFICATIONS:

Education: Bachelor's degree required, with emphasis in Marketing, Business Administration, Communications, Public Relations, or a related field.

Experience: Minimum of three years of related work experience in business development, community outreach, sales, or relationship management. Experience in workforce development or nonprofit settings is highly desirable.

Skills:

- Exceptional verbal and written communication skills with the ability to represent the organization confidently in public settings.
- Strong interpersonal skills and a natural ability to build trust and rapport with diverse stakeholders.
- Comfortable initiating and sustaining conversations with business leaders, elected officials, and community members.
- Organized, self-directed, and able to manage a high volume of ongoing relationships simultaneously.
- Proficient in Microsoft Office Suite; experience with CRM or contact management tools preferred.
- Bilingual (English/Spanish) is a plus.

PHYSICAL DEMANDS:

Employee is regularly required to sit, walk, or stand for extended periods of time. On occasion, the employee will be required to lift, push, or pull up to 25 lbs.

TRAVEL REQUIREMENTS:

- Ability to travel frequently throughout the 15-county South Plains region for employer visits, partner meetings, events, and other outreach activities.
- Ability to travel by air and overnight stays as required for state or regional convenings.

- Must be able to provide reliable self-transportation for regional travel and maintain a valid Texas motor vehicle driver's license or permit of appropriate classification and endorsement as required.
- Must agree to maintain a satisfactory MVR and minimum requirement of insurability required by law. MVR background check may be conducted by the agency.

Supervisor Signature and Date

Chief Executive Officer Approval and Date

Employee Signature and Date

Supervisor Title: Chief Executive Officer

Grade/Salary: _____

Exempt: Yes___ No___