

Executive Director of Business Relations

JOB DESCRIPTION

Job Summary: The Executive Director of Business Relations serves as a senior member of the Workforce Solutions South Plains executive leadership team and the organization's primary strategic liaison to the employer community, economic development ecosystem, and regional stakeholders across the 15-county South Plains area. This role is responsible for driving the vision and strategy for all external business relations, cultivating and sustaining high-value partnerships, and positioning Workforce Solutions South Plains as the region's most trusted and recognized workforce connector. The Executive Director directly supervises the Director of Business Development and provides executive-level leadership to all business services functions. This position reports directly to the Chief Executive Officer and is expected to represent the organization with professionalism and enthusiasm in all public and executive settings.

Essential Job Functions:

- Serve as a senior executive representative and the face of Workforce Solutions South Plains in the employer community, at regional convenings, and with state and local leadership.
- Develop and implement a comprehensive business relations strategy that advances the organization's mission, strengthens employer engagement, and drives measurable outcomes across the 15-county service area.
- Provide executive-level vision and direction for all employer-facing programs, services, and initiatives, ensuring alignment with organizational goals and TWC performance requirements.
- Advise the CEO and executive leadership team on employer trends, regional economic conditions, and opportunities to strengthen the organization's value proposition to the business community.
- Represent Workforce Solutions South Plains at state and regional workforce convenings, Texas Workforce Commission forums, legislative events, and high-level community functions.
- Build, sustain, and grow a high-value portfolio of strategic relationships with employers, chambers of commerce, economic development corporations, educational institutions, and regional stakeholders across all 15 counties.
- Lead executive-level engagement with major employers and economic development entities, including the Lubbock Chamber of Commerce, Lubbock Economic Development Alliance, and other regional partners.
- Serve as the organization's primary point of contact for large-scale employer partnerships, workforce pipeline development initiatives, and regional economic development efforts.
- Establish and maintain relationships with elected officials, city and county leadership, and state representatives to advance workforce development priorities across the South Plains region.
- Design and lead signature employer engagement initiatives including Lunch and Learn events, industry sector roundtables, and employer advisory convenings.

- Provide direct supervision, mentorship, and performance management to the Director of Business Development, setting clear goals, providing regular feedback, and ensuring accountability to outcomes.
- Build and develop a high-performing business relations team capable of executing outreach, tracking relationships, and delivering results across a large rural region.
- Foster a culture of professionalism, initiative, and community pride within the business services function.
- Collaborate with Career Center leadership and program staff to ensure employer needs are aligned with job seeker services and that referral experiences are seamless on both sides.
- Establish and monitor a robust set of performance metrics for business relations activities, including employer visits, partnerships formed, job orders received, referrals made, and events hosted.
- Present monthly and quarterly business relations performance reports to the CEO, identifying successes, barriers, trends, and strategic recommendations.
- Utilize data and labor market intelligence to inform employer conversations, guide outreach strategy, and demonstrate the value of Workforce Solutions South Plains services.
- Leverage relationship tracking and CRM tools to maintain accurate records of all employer and partner interactions, ensuring documentation supports reporting and continuous improvement.
- Champion the Workforce Solutions South Plains brand in all community settings, ensuring consistent, professional, and compelling representation of the organization's mission and value.
- Oversee the development of employer-facing outreach materials, co-branded content, and business services resources in collaboration with the communications team.
- Identify and pursue opportunities to expand the organization's visibility and influence through media, speaking engagements, sponsorships, and community events.
- Creates, produces, and maintains the organization's podcast, including guest coordination, recording, editing, and consistent publishing to extend the organization's reach and public presence.

Other Responsibilities:

- May assist the COO in strategic planning for employer services and business development activities.
- Serve as a strategic advisor to the CEO on matters related to employer engagement, business development, and regional economic trends.
- Identify systemic barriers that prevent employers or partners from fully engaging with Workforce Solutions South Plains services and recommend solutions to executive leadership.
- Support the organization's strategic planning process by providing employer and community intelligence that informs long-term goals and priorities.
- Lead or participate in special initiatives, grant-funded employer engagement projects, and board-level employer relations activities as directed by the CEO.
- May assist in other duties as assigned by the CEO.

Qualifications:

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

A Master's degree in Business Administration (MBA), Marketing, Public Administration, Organizational Leadership, or a related discipline is strongly preferred.

Experience: Minimum of five years of progressively responsible experience in business development, community relations, employer engagement, economic development, or strategic partnership management. Experience in a senior leadership role with direct supervisory responsibility. Prior experience in workforce development, nonprofit leadership, or a public sector environment is highly desirable.

Skills:

- Demonstrated ability to build and sustain high-level relationships with employers, elected officials, and community leaders across diverse sectors and geographies.
- Exceptional verbal and written communication skills with proven ability to represent an organization credibly and persuasively in public, executive, and media settings.
- Strong executive presence with the confidence and charisma to open doors, command a room, and inspire confidence in the organization's mission and capabilities.
- Strategic thinker with the ability to translate vision into action and hold a team accountable to measurable outcomes.
- Proficient in Microsoft Office Suite; experience with CRM or relationship management platforms strongly preferred.
- Familiarity with labor market data tools and the ability to translate workforce trends into meaningful employer conversations.
- Ability to manage competing priorities, exercise sound judgment, and operate effectively with a high degree of independence.
- 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___