



# CENTRAL VALLEY OPPORTUNITY CENTER

## JOB DESCRIPTION

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### **Farmworker Advancement Program- Business Engagement Manager (BEM)**

**Based: Winton, CA (serving Madera, Stanislaus, Merced Counties)**

**Salary: \$25-\$30 p/h, medical benefits, 401k, vacation & sick**

**Supervisor: Farmworker Services Director**

The Central Valley Opportunity Center, Inc. (CVOC) FAP Business Engagement Manager (BEM), is responsible for managing, implementing, and overseeing the FAP program in Madera, Merced and Stanislaus Counties, California.

The BEM leads program staff by overseeing recruitment, presentations, goals, outcomes, and the administration of the program budget, records, and reports. The BEM connects with employers, business & education representatives, growers, and coordinates with program partners and CVOC administrators. The FAP Business Engagement Manager, in cooperation with the FAP Project Staff, with oversight by the Farmworker Services Director facilitates strategic agriculture job development, placement, and retention. Using a variety of strategies, the BEM develops agriculture sector employment and Work Based Learning opportunities that meet job seeker and employer needs. Through participating in workforce development events such as job fairs, employer advisory committee's and resource events, while serving as a resource to the agriculture community, the FAP BEM helps match appropriate job seeker candidates with learning opportunities and employment opportunities.

This role requires strong initiative, relationship-building skills, and a deep understanding of agriculture, workforce development, and manufacturing employer and labor needs in the Central Valley of California.

### **Responsibilities:**

- Serves as primary liaison to employer/business partnerships for the region's high growth, high demand agriculture & manufacturing related industries.
- Responsible for engaging local businesses and securing Work Based Learning and employment opportunities for WIOA and other clients including arranging for interviews, and working with Job Developers to ensure candidates are job ready.
- Effectively collaborate with partners and local businesses to determine the comprehensive array of employment services needed by employers.
- Provide information to and assist employers in understanding the Work Based Learning program and opportunity.
- Assist in the development and distribution of materials notifying participants of job fairs and professional events.

- Provide employment opportunities and arrange for interviews for program clients working collaboratively with local employers and the Career Services Team to match participants to appropriate jobs.
- Develop and maintain close relationships with businesses to ensure their hiring needs are met.
- Serve as a liaison between the agency and the region's agriculture business community.
- Research labor market information for trends in high growth and demand industries.
- Explain and deliver specific programs and business services available to employers as part of the Workforce Investment Opportunity Act and/or other programs, where appropriate.
- This position will require local travel (50-70% of the time) to employers, Chambers of Commerce and other business-related entities so a valid CA driver's license and state- required auto insurance are required.
- Maintain accurate records of employer contacts, placements, and partnership development efforts.
- Other duties as assigned.

#### **Qualifications:**

- Bachelor's degree from a four-year college or university in business, psychology, social work, or related field required; OR four (4) years full-time work experience in sales or other business-related work OR equivalent combination of professional work experience, training and education.
- Excellent interpersonal and written communication skills; possess abilities to work with all levels of employees and diverse populations.
- Knowledge and ability to engage businesses in Work Based Learning and employment opportunities for clients.
- Strong relationship building and communication skills, both verbal and written form; ability to interact effectively with others in person or by telephone.
- Significant knowledge and experience with high growth/high demand business communities and agriculture related businesses owners.
- Ability to effectively and successfully engage employers in hiring and managing CVOC candidates.
- Ability to manage time effectively, prioritize tasks, and meet deadlines in a fast-paced environment.
- Bilingual Spanish and English preferred.

#### **Experience:**

- A minimum of 2-3 years of experience in sales, professional networking or recruiting talent, and coordinating services such as job referrals, job fairs, hiring events, etc., and/or other closely related work.
- Previous experience with WIOA or Workforce Development regulations and strategies.
- Knowledge of and experience in project management and leadership.

- Experience with business development, relationship building and/or customer service strongly preferred.
- Experience in the agriculture sector and/or rural communities is highly desirable.

**Education or License**

- Bachelor's Degree
- Valid California Driver's License and reliable transportation required.

A completed CVOC application packet as well as a resume must be received to be considered for employment with CVOC. See [www.cvoc.org](http://www.cvoc.org) for application packet. Employment application may also be obtained at a CVOC office. Include your email address on your resume. EOE/At Will Employer