

**GREATER ROANOKE WORKFORCE DEVELOPMENT BOARD
JOB DESCRIPTION**

Job Title: Community Workforce Specialist Date: October 2026
Reports To: Business & Development Manager Status: Non-Exempt

Basic Function: The Community Workforce Specialist provides mobile, community-based workforce outreach and individualized employment guidance for job seekers across the region served by the Greater Roanoke Workforce Development Board (GRWDB). This position connects job seekers, prioritizing those living below the poverty level with dependent children to assessments, career planning, training, supportive services, and employment resources. Working on a rotating schedule at DSS offices and other trusted community locations throughout the region, the Specialist helps participants navigate workforce systems and access opportunities for long-term economic stability.

Significant Responsibilities:

Performs specific job responsibilities:

- Implement a regular rotating schedule of in-person workforce outreach and service delivery at local Department of Social Services (DSS) offices and other community-based locations, including WIC offices, health departments, and food banks across the Greater Roanoke region.
- Build relationships with DSS staff and community partners to coordinate referrals, increase program awareness, and engage individuals who may not otherwise access workforce services.
- Assess employment goals, work history, interests, skills, and barriers to participation; develop, document, and monitor individualized employment and service plans.
- Provide individualized career guidance, basic work-readiness assistance, and information about regional job opportunities, career pathways, and occupational training options.
- Coordinate referrals to WIOA Title I, American Job Center partner services, education and training providers, and other appropriate programs, as well as facilitate co-enrollment for individuals who qualify.
- Identify transportation, childcare, and other employment barriers and coordinate access to available supportive services and needs-based assistance in accordance with applicable program policies.
- Collaborate closely with the Job Placement Specialist to connect prepared participants to employer opportunities, work-based learning, and job placement services.
- Maintain timely and accurate participant records, service documentation, referral outcomes, and follow-up activities in applicable data systems; safeguard confidential participant information.
- Coordinate and document post-employment participant contacts to identify retention needs.
- Participate in community outreach events, partner meetings, and program improvement discussions; track engagement, enrollment, service delivery, and training referrals against grant benchmarks.
- Prepare required performance reports and maintain program files consistent with GRWDB procedures and applicable grant requirements.

Job Scope:

- **Coordination:** coordinate service activities with GRWDB staff, DSS offices, partner agencies, employers, training providers, and program participants.
- **Communication:** maintain regular, professional communication with supervisor, program team, workforce partners, and participants.
- **Confidentiality:** protect participant and employer information and adhere to applicable privacy and records requirements.
- **Financial:** follow approved processes related to participant supports and expenditures, when applicable; no independent spending authority is implied.
- **Judgment:** exercise sound judgment because inaccurate records, referrals, or service decisions can affect participants and grant compliance.
- **Compliance:** carry out responsibilities in accordance with grant conditions and applicable federal, state, and local policies and GRWDB procedures.

- **Travel:** regular travel throughout the eight-jurisdiction Greater Roanoke region; occasional in-state or out-of-state conference and training travel may be required.

Minimum Qualifications Required:

Education/Experience: Bachelor's degree in human services, social work, workforce development, public administration, counseling, or a related field and two years of experience in outreach, case management, workforce services, or direct human services; OR an equivalent combination of education and relevant professional experience.

Licensure, Certification and/or Registration: None required.

Other Minimum Qualifications: Experience serving individuals facing barriers to employment; familiarity with DSS, public benefit systems, WIOA Title I, and community resources preferred.

Essential Skills, Abilities & Knowledge: Ability to build trust with individuals from diverse backgrounds; knowledge of community-based outreach, participant assessment, individualized service planning, career pathways, and referral coordination; strong documentation, organizational, and communication skills; ability to work independently across multiple community sites and collaborate with partner agencies; proficiency with office technology and case management systems.

Working Conditions: This is a partially sedentary job with requires sight sufficient for significant reading, keyboarding/computer use, and requires an individual with hearing sufficient for extensive direct and/or telephone contact with a wide scope of workforce agencies and individuals. Responsibilities require an individual to be physically mobile to attend meetings in multiple locations. Regular travel to meetings within and outside the eight localities in the Greater Roanoke Region. The nature of this position and the personal interactions involved require that an individual possess significant and persuasive interactive communication skills. Reasonable accommodations may be made to enable individuals with a disability to perform the essential functions.

This job description is only meant to be a representative summary of the major responsibilities and accountabilities performed by incumbents of this job. The incumbents may be requested to perform job-related tasks other than those stated in this description.
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The Greater Roanoke Workforce Development Board is an Equal Opportunity Employer/Program. Auxiliary aides and services are available to individuals with disabilities. Interpreters are available upon request. TDD-VA Relay: 711.

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