

**GREATER ROANOKE WORKFORCE DEVELOPMENT BOARD
JOB DESCRIPTION**

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

Basic Function: The Job Placement Specialist develops employment and work-based learning opportunities for participants and job seekers served by the Greater Roanoke Workforce Development Board (GRWDB). Working with program participants, employers, colleagues, and workforce system partners, this position translates career readiness into job placements, supports employer hiring needs, and coordinates follow-up activities that promote employment retention and wage progression.

Significant Responsibilities:

Performs specific job responsibilities:

- Lead job development and placement activities for job seekers and participants in GRWDB programs, matching individual interests, skills, circumstances, and career goals with available employment opportunities.
- Build and maintain relationships with regional employers, identify current and anticipated hiring needs, and develop job opportunities appropriate for participants with varied work histories and barriers to employment.
- Coordinate with GRWDB's Business & Development Manager and existing sector partnerships to align placements with employer demand in healthcare, manufacturing, infrastructure and other high-demand industries.
- Identify, develop, and coordinate work-based learning opportunities, including on-the-job training (OJT), Registered Apprenticeships and work experience placements, in collaboration with program staff and partners.
- Provide targeted job readiness support, including resume review, interview preparation, application assistance, and coaching on workplace expectations and professional communication.
- Collaborate with GRWDB staff to assess participant readiness, develop placement strategies, and make timely referrals to employment and work-based learning opportunities.
- Coordinate hiring events, employer interviews, job matching activities, and other recruitment opportunities as appropriate to participant and employer needs.
- Support participants and employers during hiring and onboarding, help resolve placement barriers, and coordinate available supportive services with GRWDB staff and program partners.
- Conduct and document structured post-placement follow-up in coordination with GRWDB staff to promote retention and address emerging concerns.
- Track job placements, starting wages, work-based learning participation, employment retention, and wage progression.
- Maintain accurate employer and participant records and enter activities and outcomes in applicable systems of record, ensuring compliance with program documentation and confidentiality requirements.
- Provide regular performance updates and help identify improvements to recruitment, job matching, work-based learning, and employer engagement practices.

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 business administration, human services, workforce development, public administration, or a related field and two years of experience in employer relations, recruiting, workforce development, job placement, or related services; OR an equivalent combination of education and relevant professional experience.

Licensure, Certification and/or Registration: None required.

Other Minimum Qualifications: Experience in business services or development, employer recruitment, job development, on-the-job training, Registered Apprenticeship, or workforce programs preferred.

Essential Skills, Abilities & Knowledge: Knowledge of job development and employer outreach strategies, local labor market and career pathways, work-based learning approaches, participant job readiness, and employment retention practices; strong interpersonal, negotiation, and presentation skills; ability to cultivate employer relationships, coordinate placements, maintain detailed records, analyze outcomes, and work collaboratively with colleagues and partners; proficiency with office technology and customer/participant 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. Possible 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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