



## JOB DESCRIPTION

### EMPLOYER ENGAGEMENT SPECIALIST

The Employer Engagement Specialist is responsible for marketing the program to prospective employers and the general public, assessing the labour market and skill level of clients, and locating employment opportunities that match the clients' interests and abilities and benefit both the client and the employer by ensuring a good fit.

**Reports to:** Manager

### **MAJOR RESPONSIBILITIES**

#### **Client Management Service**

- Work in cooperation with the Employment Specialists (Pre-Employment, Employment Connections, Peer Mentors and Youth Employment) to contribute to the client's individualized employment plan focusing on each person's strengths, identified needs, hopes, desires and personal recovery goals with a clear emphasis on successfully achieving their employment goals
- Work in co-operation with the Employment Specialists to ensure successful placement of client
- Conduct needs analysis with employers and communicate their needs to assist the Employment Supports team
- Market and present employment opportunities to clients that fit with their skills, abilities and employment goals
- Support clients in the initial job interview, if required
- Visit each client's workplace at least once (or more as needed) to monitor progress on-the-job
- Collaborate with the Employment Specialists to respond to issues that arise with clients and employers
- Negotiate hiring of clients with employers when appropriate
- Maintain comprehensive and up-to-date records/files, as outlined and as per Stride requirements
- Manage reporting expectations to submit accurate and timely reports to track activities
- Participate in other activities that directly support positive client outcomes (such as, but not limited to: job fairs, project participation, community events, etc.)
- Work in collaboration with the Employment Specialists to develop strategies and leads for clients
- Meet or exceed monthly placement targets
- Ensure client confidentiality

#### **Employer Service**

- Utilize effective outreach/sales techniques to actively market the program in the community to prospective employers and business organizations to obtain diverse job opportunities for clients
- Establish with employers, suitable job opportunities based on needs of the employer and job analysis
- Contact local employers to discuss their hiring and employee training needs and offer support
- Match skills and interests of clients with work opportunities

- Negotiate with employers regarding training subsidy, client issues, coaching requirements, supervision, etc. when relevant
- Follow up with employers to check the progress of individuals on job placement
- Work directly with employers to uncover hidden leads that meet clients' needs and assist companies to define, develop and refine their human resource requirements (job carving)
- Represent Stride at various networking opportunities in the community, including participation in job fairs and other community events
- Develop and maintain comprehensive and up-to-date employer database records and files with all pertinent marketing information for the Employment Supports team

### **Promoting Stride Service**

- Marketing program workshops Involvement in public education, community relations and program promotion on an ongoing basis and network with community agencies and service providers
- Design and deliver workshops and trainings as needed, to promote community awareness of mental health, employment strategies and Stride services
- Generate community awareness and conduct presentations to promote agency programs and services

### **Administrative**

- Keep up-to-date on employment trends, employment-related advancement for clients
- Produce weekly and monthly performance reports
- Involvement in public education, community relations and program promotion on an ongoing basis
- Network with appropriate community agencies and service providers
- Participate in staff training and personal skill development opportunities related to aspects of program development and program service delivery
- Active participation and collaboration on the Employment Support team
- Must comply with all responsibilities in the Occupational Health and Safety Act, all Stride policies and procedures and agree to treat health and safety with a high priority while employed at Stride

### **KNOWLEDGE AND RESPONSIBILITIES – KEY COMPETENCIES**

- Minimum two years' experience in an Employer Liaison, Employer Engagement Specialist, Recruiter, Business Analyst, Sales, or similar role, ideally within the career development and/or workforce development fields
- Related experience which demonstrates an understanding of the barriers and challenges experienced by job seekers; experience working with people facing barriers to employment, preference for experience with clients facing mental health and/or addiction challenges
- Demonstrated experience in job development principles including experience in job carving and employment negotiation
- Effective sales techniques and experience working with specific customer expectations
- Knowledge of a variety of regulations and acts as they pertain to employment (i.e. Employment Standards Act, Occupational Health & Safety Act, Human Rights Code, WSIB etc.)
- Excellent Interpersonal skills and competency as an effective team player
- Ability to adapt to various work environments
- Excellent written, verbal communication and computer skills

## **QUALIFICATIONS**

- Post-secondary degree or diploma and relevant career development practitioner, human resources, and/or sales/marketing training
- Suitable educational equivalents may be considered for individuals with 5+ years of highly related experience in a similar role within an employment services or workforce development setting.
- Demonstrated experience in public speaking (i.e. conference presentations, Chamber of Commerce)
- Minimum two years of experience in database entry and maintenance

## **REQUIREMENTS**

- Must Ability to travel throughout the region, Must have valid driver's license, relevant insurance and use of own vehicle
- Must have, or be willing to complete, a current Vulnerable Sector Criminal Record Check
- Proven ability to build and maintain long-term trust relationships with employers from various sectors
- Strong comfort level with cold-calling, facilitating presentations, and conducting face-to-face and phone meetings with employers
- Broad-based knowledge of current labour market trends and community services relating to employment, training, job retention, mental health, etc.
- Broad-based knowledge of workforce development options, grants and incentives available to Ontario-based employers
- Proven ability to operate independently while demonstrating a high level of integrity and professionalism
- Strong organizational and time management skills; able to meet deadlines in a fast-paced environment
- Excellent interpersonal, communication, and teamwork skills
- Availability to work flexible hours including evenings and/or weekends as required to meet the client and program needs
- Have or be willing to obtain:
  - a) First Aid and CPR training (within three months)
  - b) Applied Suicide Intervention Skills Training (ASIST)
  - c) Mental Health First Aid
  - d) Concurrent Disorders training
  - e) Non-Violent Crisis Intervention

### **NOTE:**

This job description indicates the general nature and level of work expected. It is not designed to cover or contain a comprehensive listing of activities, duties and responsibilities required by the incumbent. Due to the changing nature of the work and the work to be done the incumbent may be asked to perform other duties as required and the job specifications may be changed or altered as required.