

# WORKFORCE OUTREACH SPECIALIST

Recruitment #1805-4036-001

<b>List Type</b>	Original
<b>Requesting Department</b>	COMMON COUNCIL - CITY CLERK
<b>Open Date</b>	5/23/2018 10:15:00 AM
<b>Filing Deadline</b>	6/13/2018 11:59:00 PM
<b>HR Analyst</b>	Deidre Steward

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## INTRODUCTION

*Located on the western shore of Lake Michigan, Milwaukee is an urban hub bursting with energy. Milwaukee provides a casual sophistication – big city appeal without the big city hassles. We are accessible and affordable, and our residents are welcoming. Milwaukee has evolved through the years, bringing together its unsurpassed old world charm with a breathtaking Art Museum, top-flight arts and cultural attractions, professional sports, lakefront festivals, recreational opportunities, and great restaurants.*

## PURPOSE

Under the direction of the Workforce Development Coordinator, the Workforce Outreach Specialist will manage the DirectConnectMKE (DMCKE) application, including updates and managing content. The Workforce Outreach Specialist works closely with selected case managers in county-wide employment service agencies as well as Wisconsin Department of Workforce Development Job Centers to streamline on-line announcements for employment, support services and job training opportunities in a non-duplicative manner.

## ESSENTIAL FUNCTIONS

### Social Media Upgrades and Development

- Work with the City, software developers, and data management staff from partner agencies to build and implement a functional DCMKE platform while ensuring compliance with the Workforce Innovation Opportunity Act (WIOA) performance standards and State Workforce Development regulations.

- Administer established policies and procedures for the DCMKE platform while ensuring compliance with Workforce Innovation Opportunity Act (WIOA) performance standards and State Workforce Development regulations.
- Build and execute a workforce based social media strategy through competitive research, benchmarking, messaging and audience identification.
- Generate, edit, publish and share daily content (original text, images, video or HTML) in job readiness, job search, and job placement that builds user buy-in.
- Provide online technical assistance and trouble-shooting services to corporate employers and service organizations that are users of and have administrative access to DCMKE.
- Provide customer service oversight for individual job seekers and work closely with Data Analysts from the City and partner agencies to ensure seamless management of data and information.
- Set up and optimize web pages to increase visibility of social content. Monitor and review DCMKE back up documents for accuracy and completeness.
- Troubleshoot and report bugs in existing software.
- Gather and evaluate user feedback and recommend improvements.
- Generate and analyze technical documentation for reference and reporting.
- Train data entry staff in DCMKE content and data entry processes and procedures.

### Outreach and Customer Service

- Join community team members in outreach and community engagement activities to achieve quality customer engagement.
- Refer job seekers to job training, job placement and supportive services.
- Respond to job seekers needs and concerns related to their DCMKE profiles.
- Attend public engagement events related to job placement.
- Maintain contact with partner agencies.

### Case Management

- Serve as part of a multi-disciplinary case management team for individuals with barriers to employment.
- Work closely with the Milwaukee Workforce Board's Contract Compliance and Data Management staff, state affiliated agencies such as the Milwaukee Job Centers managed by the

Wisconsin Department of Workforce Development, and Milwaukee County Child Protective Services under the Wisconsin Department of Children and Families and case management staff from select employment service agencies and supportive service agencies.

*Reasonable accommodations requested by qualified individuals with disabilities will be made in accordance with the Americans with Disabilities Act (ADA) of 1990, as amended by the Americans with Disabilities Act Amendments Act (ADAAA) of 2008.*

## MINIMUM REQUIREMENTS

1. Bachelor's degree in non-profit management, communications, marketing, business, social welfare or a closely related field from an accredited college or university.
2. Two years of related experience in workforce development and/or workforce placement management.
3. Valid Driver's License at the time of appointment and throughout employment.

Equivalent combinations of education and experience may also be considered.

**IMPORTANT NOTE:** College transcripts are required and must be received by the application period closing date. Transcripts should be attached to your online application. Applications without transcripts attached will be considered incomplete and will be rejected. Student/unofficial copies are acceptable; however, your transcript must be legible and include your college/university name, your name, the degree completed (if applicable) and the date completed.

## DESIRABLE QUALIFICATIONS

- Bilingual in Spanish.
- Experience with trauma informed care and employment service agencies.
- Experience working with government funded programs.
- A digital marketing certificate from an accredited college or university.
- A master's degree in a related field from an accredited college or university.

## KNOWLEDGES, SKILLS, ABILITIES & OTHER CHARACTERISTICS

- Knowledge of Workforce Innovation and Opportunity Act (WIOA) performance standards, workforce development training programs, policy and mission.
- Knowledge of workforce training related to special populations such as members of minority groups, veterans, those who have served time in correctional facilities, older workers, women, individuals with chronic health issues, those with disabilities, and others.
- Knowledge of major marketing channels and digital marketing techniques and methods.
- Proficiency using standard computer programs such as spreadsheet, word processing, and presentation software.
- Experience with social media platforms.
- Oral communication skills in order to share information with various audiences and make presentations.
- Written communication skills necessary to compose and revise social media posts, correspondence, brochures, and reports.
- Ability to read and interpret work-related documents, such as business, technical, and legal publications.
- Ability to provide customer service oversight for individual job seekers and work closely with Data Analysts from the City and partner agencies to ensure seamless management of data and information.
- Ability to build and maintain effective working relationships with a multi-disciplinary staff, the public, members of community organizations, employers and various City of Milwaukee officials and others.
- Critical thinking skills, including analytical and problem-solving skills as well as decision-making skills and sound judgment.
- Ability to be a team player with a keen eye for detail and problem solving skills.
- Ability to perform mathematical calculations for the purpose of performing back statistical analysis.
- Ability to provide services in a culturally sensitive manner.
- Ability to recruit and retain residents for programs and initiatives.
- Ability to coordinate, organize, and prioritize multiple assignments simultaneously in order to meet assigned deadlines.
- Ability to work effectively in a diverse, team-oriented environment.
- Professionalism, honesty, integrity, and the ability to maintain confidentiality in all aspects of this role.

## CURRENT SALARY

The current salary range (Pay Range 2FX) for City of Milwaukee residents is \$48,670-\$67,616 annually, and the non-resident salary range is \$47,476-\$65,957. *Appointment above the minimum is possible based upon level of experience and other qualifications and is subject to approval.*

*The City of Milwaukee provides a comprehensive benefit program that includes the following:*

- *Defined Benefit Pension Plan*
- *457 Deferred Compensation Plan*
- *Health and Dental Insurance*
- *Comprehensive Wellness Program*
- *Onsite Clinic Services*
- *Onsite Employee Assistance Program*
- *Alternative Work Schedules*
- *Long Term Disability Insurance*
- *Group Life Insurance*
- *Tuition Benefits*
- *Paid Vacation*
- *11 Paid Holidays*
- *Paid Sick Leave and other paid leaves*
- *Flexible Spending Arrangement*
- *Commuter Value Pass*

*For full details of the benefits offered by the City of Milwaukee, please visit <http://city.milwaukee.gov/Benefits2018>*

## **SELECTION PROCESS**

**THE SELECTION PROCESS** will be job related and will consist of one or more of the following: education and experience evaluation; written, oral, or performance tests, or other assessment methods. The Department of Employee Relations reserves the right to call only the most qualified candidates to oral and performance examinations. Oral examinations may include written exercises. Selection process component weights will be determined by further analysis of the job.

**INITIAL FILING DATE** - The examination will be held as soon as practical after **Wednesday, June 13, 2018**. Receipt of applications may be discontinued at any time after this date without prior notice. However, recruitment may continue until the needs of the City have been met. Qualified applicants will be notified of the date, time, and place of the examination. Unless otherwise required by law, the City of Milwaukee will not provide alternative test administration. The applicant is responsible for attending all phases of the job selection process at the time and place designated by the City of Milwaukee.

## ADDITIONAL INFORMATION

### APPLICATION PROCEDURE:

- APPLICATIONS and further information may be accessed by visiting, [www.jobaps.com/MIL](http://www.jobaps.com/MIL).
- If you would like assistance completing an application, please contact the Department of Employee Relations at (414) 286-3751 or [staffinginfo@milwaukee.gov](mailto:staffinginfo@milwaukee.gov).
- The Department of Employee Relations is located at City Hall, 200 E. Wells St., Room 706, Milwaukee, WI 53202

## CONCLUSION

*EEO 208*

*The City of Milwaukee values and encourages diversity and is an equal opportunity employer*