



BUSINESS ACCOUNT MANAGER

Position Description

Account Management

Working in collaboration with CWS Employment Team members, the CWS Business Account Manager will facilitate the tracking and maintenance of account activity to ensure regular and sustained relationship building with CWS business customers. The CWS Business Account Manager will work to resolve all issues related to employer concerns, and will provide regular feedback to the CWS Employment Team on what employers are sharing regarding their expectations, preferences and needs. The CWS Business Account Manager will also provide and/or coordinate any training requested by businesses. The Salesforce Customer Relations Management (CRM) system will be the primary tool for tracking account activity.

Business Development

The CWS Business Account Manager will conduct face-to-face meetings with local and regional employers to develop relationships that will lead to employment opportunities for CWS candidates. The CWS Business Account Manager will work with employers to identify staffing patterns, skill requirements, support needs, training preferences and other profiles necessary to develop a solutions-based approach to meeting their needs. The Business Account Manager will be responsible for facilitating ongoing relationships between area businesses and members of the CWS Employment Team. Developing relationships with key business groups including Chambers of Commerce, Workforce Investment Boards, Regional Economic Development Corporations, SHRM chapters, business roundtables, Rotary groups and other organizations will be a priority for the CWS Business Account Manager. The primary responsibility of the CWS Business Account Manager will be to facilitate equal access to, and consistent collaboration with, local employers for all Employment Team partners.

In addition to broad marketing activities in the community, the CWS Business Account Manager will also be responsible for exploring and developing opportunities in certain sectors based on feedback from Employment Team partners. For instance, if members of the Employment Team have a number of candidates interested in a particular career area, the CWS Business Account Manager will be responsible for developing relationships with appropriate employers in that sector and providing information to the Employment Team regarding opportunities and how to introduce candidates through members of the team.

Existing Business Relationships

Where relationships with businesses have already been developed, the CWS Business Account Manager will facilitate discussions within the team to identify the best ways to build on those relationships. In many cases, longstanding relationships with one or more Employment Team partners will determine who would be the likely point of contact for a particular business, how best to introduce other members to that business, and how to market the services and supports available through Creative Workforce Solutions.

Invest EAP

A critical component of business development will be close collaboration with local Invest EAP staff to ensure a coordinated business development strategy that effectively leverages existing and potential business relationships and contacts. Regular meetings with relevant EAP staff will be required, with participation in scheduled regional and statewide meetings of EAP and CWS placement staff a mandatory activity.

CWS Employment Teams

The CWS Business Account Manager will maintain and coordinate local CWS Employment Teams.

As mandatory partners in the CWS Employment Teams, AHS-funded employment staff will participate in all outreach and marketing activities as members of the Team. Working with members of the Employment Team, the CWS Business Account Manager will support the scheduling and facilitation of meetings, develop agendas, recruit new members and help to establish protocols and agreed upon practices. Working with their respective teams, the CWS Business Account Managers will help develop marketing materials, outreach strategies and local initiatives such as job fairs, Disability Mentoring Day programs, employer recognition events and other Coalition-sponsored activities.

Local Marketing and Outreach

The CWS Business Account Manager works with their respective CWS Employment Team to develop coordinated marketing plans in consultation with the VR Employment Services Manager. Local marketing plans will be aligned with the overall CWS marketing strategy. The CWS Business Account Manager, working in collaboration with the Employment Team, will identify media outlets and negotiate media placement. Working with contracted marketing firm(s), Employment Teams will develop materials for local dissemination that are consistent and effective. The CWS Business Account Manager will be responsible for maintaining and/or overseeing the maintenance of systems to track these efforts within the Salesforce environment. Regular reports on such activities will also be a required duty.

Salesforce Management

The CWS Business Account Manager will be responsible for establishing and maintaining the local Salesforce CRM system. Utilizing standardized templates, the

Business Account Manager will facilitate the tracking of employer contacts and information, work with the Employment Team to establish contact frequency protocols and develop locally individualized web links, documents and task scheduling within the Salesforce environment.

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