

Job Description



Job Title: Business Services and Communications Coordinator		Department: Administration	
Reports to: Chief Operations Officer		Date: November 2025	
Job Code:	Type of position:	FLSA:	Position Details:
Approved By: Ashley Sellers, CEO	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Intern	<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Nonexempt	<input checked="" type="checkbox"/> Individual Contributor <input type="checkbox"/> Supervisor/Manager (direct reports)

JOB SUMMARY

The Business Services and Communications Coordinator (BSCC) is the Central Oklahoma Workforce Innovation Board’s (COWIB) primary customer-facing representative for employers and partners. The BSCC develops and maintains relationships with Oklahoma businesses, Business Services Network partners, civic organizations, economic development groups, and other agencies to increase awareness and use of Workforce Innovation and Opportunity Act (WIOA) programs.

Using strong knowledge of WIOA services, the BSCC engages prospective employers through meetings, presentations, and ongoing communication, helping them identify and utilize workforce solutions that support their business goals. Through regular employer interviews, surveys, and labor market insights, the BSCC identifies workforce needs that inform COWIB’s program development and strategic priorities.

The BSCC also leads the development and implementation of COWIB’s communications plan, including managing social media platforms such as Facebook and collaborating with One-Stop Operators to create effective communication materials for all customers.

In all responsibilities, the BSCC represents COWIB with professionalism and promotes the organization’s mission, vision, and goals while supporting a strong, competitive workforce for Central and Western Oklahoma.

RESPONSIBILITIES

- Collaborates with COWIB partners to coordinate business services across the Central/Western Oklahoma Workforce Area and reduce duplication of efforts.
- Develops and executes strategies to increase employer engagement and expand business utilization of workforce system services.
- Creates and manages a comprehensive communications plan to raise awareness of available workforce services for both employers and jobseekers.
- Works with local, regional, and state economic development organizations to connect businesses with relevant workforce and economic resources.
- Develops and maintains tracking and reporting systems to measure business service outcomes and evaluate program effectiveness.
- Designs and implements targeted marketing and outreach strategies to engage employers throughout the region.
- Coordinates communication and collaboration among workforce system stakeholders, including One-Stop Operators, partner agencies, chambers of commerce, community organizations, and labor groups.
- Represents COWIB by presenting at civic, business, and community events to promote workforce services and employer benefits.
- Manages COWIB’s outreach and communications efforts, including social media and traditional media, ensuring consistent and effective messaging.
- Provides regular reports to COWIB and the CLEO, including labor market insights, employer demand trends, and other relevant analyses.
- Identifies, develops, and distributes positive news stories and promotional content highlighting WIOA program success and community impact.
- Works with partners and employers to document WIOA success stories across the region and showcase program effectiveness for Oklahomans.
- Supports COWIB’s mission by taking on new assignments as needed and seeking opportunities to enhance program value and performance.

- Performs other duties as assigned.

REQUIREMENTS

- Knowledge of Central/ Western Oklahoma workforce initiatives, including WIOA, the Oklahoma Employment Security Commission, DOL/ETA guidance, and the Governor’s Council on Workforce and Economic Development.
- Ability to interpret, apply, and comply with WIOA and COWIB policies and procedures.
- Strong organizational skills with the ability to work effectively with partners and customers at all levels.
- Understanding of strategic planning, budgeting, and basic business research, including familiarity with private-sector practices.
- Skill in marketing, human resources concepts, and training development.
- Excellent presentation, interpersonal, and public speaking abilities.
- Exceptional written and verbal communication skills.
- Collaborative, team-oriented mindset with the ability to influence, negotiate, and build strong working relationships.
- Innovative thinker with strong attention to detail, consistency, and project sustainability.
- Self-directed and able to meet deadlines in a fast-paced, high-demand environment.
- Strong analytical, problem-solving, and planning skills.
- Ability to read, interpret, and apply information from business publications, professional journals, technical documents, and government regulations.
- Proficient in MS Office applications.
- Experience tracking and reporting business services activities; familiarity with customer relationship management (CRM) systems.

EDUCATION & WORK EXPERIENCE

- Bachelor’s degree or equivalent. (Preferred, but not required)
- Three (3) or more years’ experience related to customer services, economic development, marketing, public relations, and human resources; must have demonstrated experience in public appearance, customer-facing roles.

ADDITIONAL CERTIFICATIONS AND/OR LICENSES

- Valid Oklahoma Drivers’ License

WORK LOCATION

Office Location: Oklahoma City (1- Opening)

- Counties Covered: Blaine, Canadian, Cleveland, Custer, Grant, Hughes, Kay, Kingfisher, Lincoln, Logan, Major, Noble, Okfuskee, Oklahoma, Payne, Pottawatomie, Seminole

Office Location: Woodward (1-Opening)

- Counties Covered: Alfalfa, Beaver, Beckham, Cimarron, Dewey, Ellis, Garfield, Greer, Harmon, Harper, Jackson, Kiowa, Roger Mills, Texas, Washita, Woods, Woodward

PHYSICAL REQUIREMENTS & WORK ENVIRONMENT

While performing duties of this job employee will travel often off site during the course of conducting business, will be exposed to driving varying distances within the COWIB Area, in all road and weather conditions. Employee will be expected to maintain valid vehicle insurance at all times. Off-site meetings often include walking tours of industry and business locations; not all sites may be wheelchair accessible; essential functions of the job require the employee to frequently sit and stand. Must have manual dexterity and vision necessary to perform essential functions. Communication and presentation responsibilities and activities require the ability to hear and speak. The noise level and smoking environment will be dependent upon customer business and culture. COWIB offices are a nonsmoking area.

Job Description



Primarily works in an office environment; off-site work characteristics described herein are representative of those an employee encounters while performing the essential functions of the job.

The Central Oklahoma Workforce Innovation Board (COWIB) complies with WIOA's Equal Opportunity and Nondiscrimination provisions which prohibit discrimination on the basis of race, color, religion, sex (including pregnancy, childbirth, and related medical conditions, transgender status, and gender identity), national origin (including limited English proficiency), age, disability, political affiliation or belief, or, the basis of citizenship status or participation in a WIOA Title-1 financially assisted program or activity.

The qualifications, physical demands, and work environment described herein are representative of those an employee will encounter and must meet to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities.

This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

The above noted job description is not intended to describe, in detail, the multitude of tasks that may be assigned but rather to give the associate a general sense of the responsibilities and expectations of his/her position. As the nature of business demands change, so, too, may the essential functions of this position.

COWIB is an Equal Opportunity Employer/ Program. Auxiliary aids and services are available upon request to individuals with disabilities.

Central Oklahoma Workforce Innovation Board's Workforce Innovation and Opportunity Act Title I program is 100 percent funded by the U.S. Department of Labor through awards totaling \$4,057,723.78 for PY2025.

I acknowledge that I have read and understand this job description.

Employee Signature

Date

Authorized Signatory

Date