## **Director, Workforce Development**

**Current Incumbent:**  Vacant **Department:** NAAEI

**Reports to:** VP, NAAEI **Direct Reports:** 0

**Status:** Full-Time, Exempt **Indirect Reports:** 0

**Updated:** 11/15/2021 **Eligible for Telework/CWW**: Yes

## **Summary of Position:**

## *This position is responsible for direction and oversight of the NAA Education Institute’s RPM career promotion initiatives. The goal of NAAEI’s career promotion initiatives is to develop a pipeline of skilled leasing, maintenance and management talent to meet the increasing employment needs of apartment owners and managers and supplier partners.*

## **Principal Accountabilities:**

* Develop strategic RPM career promotion partnerships with the following education and workforce development organizations:
  + Universities and colleges offering majors in property management, hospitality, business management or marketing
  + Community and technical colleges, focusing on both the non-credit, Workforce Development and for-credit areas of the college
  + Organizations that facilitate workforce training for military veterans, military spouses and military members soon separating from service
  + Technical high schools and career academies
  + DECA, SkillsUSA and other student organizations with a high school and college presence and focus on the development of skills that meet apartment industry skill standards
  + State and local workforce development organizations
  + Non-profits that specialize in workforce development (e.g. Goodwill Industries)
  + Represent NAAEI on various advisory boards as needed and requested
  + Develop replicable internship, on-the-job training and apprenticeship models of training and workforce development into partner programs
* Develop strategic RPM career promotion partnerships with NAA affiliated organizations in areas where there is an identified need for leasing, maintenance and/or management talent
  + Travel to meet with state and local association staff, board members and members at large and effectively communicate local workforce partnership opportunities and their role within the partnership
  + Facilitate workforce partnerships, providing association staff with guidance, coaching and, when necessary, NAAEI financial and human resources to make partnership programs successful and sustainable
  + Maintain communications with association staff to track career placement

resulting from partnerships

* Serve as staff liaison to NAAEI’s Apartment Career Promotion Committee and HR Advisory Group
* Serve as liaison to NAAEI’s online education vendor and collaborate on marketing efforts to promote online education and its relationship to NAAEI’s credentialing and professional development offerings.
* Develop and manage all RPM career promotion programs and initiatives including:
  + development of RPM career promotion marketing tools (print brochures, online toolkits and digital media)
  + oversight and management of the RPM careers website, including content, messaging and updates, in conjunction with NAAEI’s retained marketing firm
  + guide social media strategy and approve monthly content calendar
  + oversee development of RPM careers video and photography assets
  + promote RPM Careers Month campaigns and contests among affiliates and corporate members and track results
  + recruit RPM Careers Ambassadors
  + coordinate online hiring events and other special career events with members and donors
  + selecting and hosting influential workforce development, college and university administrators at NAA Education Conferences
  + attending, exhibiting and making presentations at workforce development conferences
* Utilize NAAEI’s certificate and education programs in partnerships, whenever possible
* Communicate the results of NAAEI career promotion programs to NAAEI leadership, NAA members and the workforce development and higher education communities

Other Duties

* Develop working knowledge of all NAAEI and NAA programs and represent NAAEI and NAA when meeting with state and local associations and other organizations
* Conduct special NAAEI projects and miscellaneous activities as directed by NAAEI VP

## **Competencies:**

1. Expertise 5. Technical capacity
2. Communication proficiency 6. Cultural Awareness
3. Organizational skills 7. Relationship Management
4. Critical Evaluation 8. Ethical Practice

## **Supervisory Responsibilities:**

This position has no supervisory responsibilities.

## **Travel:**

40%

## **Required Education and Experience:**

* Bachelor’s Degree
* 8 to 10 years of relevant experience in apartment industry, association industry, workforce development or higher education
* Understanding of and practice in a member-driven association environment
* Strong ability to manage multiple projects simultaneously
* Excellent verbal and written communication skills, including presentations before groups

## **Physical Demands:**

While performing the duties of the job, the employee is regularly required to sit, use hands to finger, handle or feel objects, tools or controls; reach with hands and arms. The employee may occasionally lift up to 20 pounds.

## **Work Environment:**

Work is regularly performed in a professional office environment and routinely uses standard office equipment.

The physical demands and work environment described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## **Signatures:**

This job description has been approved by all levels of management:

Manager \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

HR \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Employees signature below constitutes employee’s understanding of the requirement, essential function and duties of the position.

Employee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please send resumes, cover letter and salary history to** [**Resumes@naahq.org**](mailto:Resumes@naahq.org)**. No phone calls, please. EOE M/F/H/V**