

## TALENT DIRECTOR

### OVERVIEW

The Central Virginia Partnership for Economic Development (Partnership), a not-for-profit public/private partnership, is the regional economic development organization for Central Virginia. The mission of the Partnership is to advance innovative strategies for regional economic prosperity in the City of Charlottesville and Counties of Albemarle, Culpeper, Fluvanna, Greene, Louisa, Madison, Nelson and Orange. Although a 40 hours/week person is preferred, we will consider a very strong candidate for 30-40 hours/week. The person will have an office at our North Fork location, 1001 Research Park Blvd in Charlottesville, but will be able to work remotely some of the time.

### PRIMARY FUNCTIONS AND RESPONSIBILITIES

The Tech Talent Retention or “TechLink” initiative, funded by GO Virginia Region 9 Council, focuses on helping regional employers find employees to fill tech-related job openings by retaining college graduates in our region and keeping them from moving out of state. The Talent Director will oversee this initiative as well as the Partnership’s talent attraction efforts to brand Central Virginia as a magnet for – and top destination to find – workforce talent.

- Enhance and implement a robust talent retention strategic action plan for the Partnership focused on convincing students to launch their careers in our region and support our employers in target industry sectors.
- Recruit and oversee work-study students from University of Virginia (UVA – 3 students), Piedmont Virginia Community College (PVCC) and Germanna Community College (GCC); provide support for their innovative and creative solutions to raise student awareness of tech jobs and employers
- Manage a corporate and community partner talent advisory committee
- Develop in-depth understanding of tech jobs in the region and companies offering those jobs
- Brand/position Central Virginia as a magnet for – and top destination to find – workforce talent.
- Leveraging work on talent retention, improve and implement a marketing plan to attract UVA and other graduates and former residents back to the region
- Collaborate with CBIC and CvilleBioHub to gain broader access to key technology companies and work with them on ways students can learn from and meet with technology company leaders, ie, “Tech Talent on Tap, Tech Tour guides, etc.
- Maintain and create content for social media and LivingCentralVA.org website. Produce digital marketing content (blogs, posts, newsletters) focused on career opportunities, livability advantages, etc. in Central Virginia.
- Utilize *Livability Central Virginia* magazine to increase social media and website traffic.
- Identify and utilize marketing channels that reach target audiences such as current college students boomerang talent, remote workers, and others.
- Represent the [Partnership](#) at local meetings and events where there are opportunities to retain talent and/or better understand the needs of employers.
- Maintain files on interactions with businesses in a customer relations management platform.
- Ensure grant metrics are met; determine how to track student placement in tech job openings to capture program successes.

**KEY COMPETENCIES**

- Customer service orientation and an ability to build trusting relationships
- Thrive in a fast-paced, ever-changing environment
- Work ethic, initiative, integrity, and ability to multi-task
- Attention to detail, self-motivated, and ability to work independently

**REQUIRED SKILLS/BACKGROUND**

- 3-5 years of experience in marketing, communications or related field.
- Bachelor's Degree from an accredited college/university preferably in communications or related field, or equivalent work experience.
- Ability to lead a team of college-aged students
- Proficient in Microsoft Suite Word, Excel, PowerPoint, Publisher, Google Suite, and other computer applications and database software programs.
- Proficient in social media and virtual platforms (Facebook, Instagram, LinkedIn, Twitter).; Demonstrated ability with social media marketing and promotional strategies.
- Ability to set up display tables or banners and lift/carry 25 lbs.
- Ability to use/learn to use Web Content Management Systems (WordPress).
- Excellent writer and editor. Ability to express complex ideas effectively.

To apply, please email resume and cover letter no later than **Friday, January 20, 2023** to:

ATTN: Talent Director Position  
Central Virginia Partnership for Economic Development  
1001 Research Park Blvd, Suite 301  
Charlottesville VA 22911  
[hcauthen@centralvirginia.org](mailto:hcauthen@centralvirginia.org)

No phone calls please.