

# Business Engagement Specialist

Workforce Development Board of South Central Wisconsin (WDBSCW)

## Help shape the future of work in South Central Wisconsin.

Do you enjoy building relationships, connecting businesses with resources, and helping employers solve workforce challenges? Are you passionate about workforce development and ready to make a meaningful impact in your community? If so, the Workforce Development Board of South Central Wisconsin (WDBSCW) may have the perfect opportunity for you.

## About Us

At the Workforce Development Board of South Central Wisconsin (WDBSCW), our small team does BIG work. We connect businesses, job seekers, and community partners with opportunities that strengthen our regional workforce and economy.

Serving Columbia, Dane, Dodge, Jefferson, Marquette, and Sauk counties, we collaborate with employers, job centers, educational institutions, and community organizations to support workforce initiatives, talent development, and economic growth throughout South Central Wisconsin.

Our mission is to help businesses and individuals succeed by building a responsive, innovative workforce system that meets the evolving needs of our region.

## Position Summary

The Business Engagement Specialist supports the Workforce Development Board's business services and workforce strategies by building and maintaining strong relationships with regional employers, industry partners, educational institutions, community organizations, and workforce system stakeholders across South Central Wisconsin.

The Business Engagement Specialist coordinates employer outreach and engagement activities, supports sector partnerships and workforce initiatives, and collaborates with internal teams and external partners to align workforce strategies with regional labor market and economic development needs. The position works closely with employers to understand hiring demands, skill gaps, training needs, and workforce trends while promoting workforce development programs, services, and funding opportunities.

Regional travel throughout the six-county service area is required based on employer, partnership, and project need.

## Essential Responsibilities

- Conduct employer outreach, site visits, and networking activities to identify workforce, hiring, and training needs
- Build and maintain strong relationships with employers, workforce partners, educational institutions, and community organizations
- Assist employers in accessing workforce development resources, training opportunities, and talent pipeline solutions
- Coordinate with workforce partners and service providers to support implementation of workforce initiatives, hiring events and employer engagement activities
- Assist in identifying workforce trends, business challenges, and emerging industry needs within the region
- Support the Business Services team in developing and implementing regional workforce initiatives and employer engagement strategies
- Support employers and workforce partners during layoffs, business transitions, or rapid response activities as needed
- Support data tracking, reporting, and documentation requirements related to business services and workforce initiatives
- Maintain accurate records and assist with program compliance, monitoring, and reporting activities
- Assist with development of presentations, materials, and employer communications
- Support special projects and additional workforce initiatives as assigned

## Qualifications

- Associate degree or equivalent work experience in workforce development, business services, human services, economic development, education, public administration, or a related field
- Strong interpersonal, organizational, and communication skills
- Experience building partnerships and working collaboratively with diverse stakeholders
- Ability to manage multiple priorities, meet deadlines, and adapt to changing needs
- Proficiency in Microsoft Office Suite and related technology tools
- Ability to analyze information, solve problems, and work independently and collaboratively
- Valid driver's license and access to reliable transportation for regional travel
- Flexibility for occasional evening or weekend events as needed

## What We Offer

- Full-time position | Salary: \$48,000-\$50,000
- Monday–Friday schedule (Madison-based with regional travel)
- Medical, Dental, Life Insurance - 95% employer paid!
- 401(k) with employer match
- Paid holidays, vacation & sick time
- A supportive, mission-driven team culture

- Opportunities to grow your skills and advance your career

## **How to Apply**

Please submit your résumé and cover letter to:

Workforce Development Board of South Central Wisconsin  
3513 Anderson Street, Suite 104  
Madison, WI 53704-2607  
Email: [Careers@wdbscw.org](mailto:Careers@wdbscw.org)

Learn more about us at [wdbscw.org](http://wdbscw.org)