



Workforce Solutions Deep East Texas Job Posting Notice Business Liaison

Workforce Solutions Deep East Texas is seeking a Business Liaison. The Business Liaison is responsible for providing regional workforce intelligence to employers, industry partners, and community stakeholders. This role develops and maintains strategic relationships with businesses, economic developers, chambers of commerce, and other organizations, with an emphasis on high-demand industries that drive the region's economy. By building trust and conveying the value of Workforce Solutions Deep East Texas (WSDET), the Business Liaison increases employer engagement and develops responsive approaches to workforce needs. The position plays a critical role in ensuring businesses are connected to workforce solutions that support growth, competitiveness, and access to skilled talent.

To view the full job description, continue to the next page.

How to Apply

Submission of a current resume, cover letter, and 3 – 5 professional business references are required. Position is open until filled. Applicants are encouraged to apply early. Phone calls are not accepted.

EMAIL YOUR RESUME, COVER LETTER, AND REFERENCES TO:

CAREERS@DETHWORK.ORG

Workforce Solutions Deep East Texas is an Equal Opportunity Employer. Qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, age, national origin, disability, protected veteran status, gender identity or any other factor protected by applicable federal, state, or local laws. Auxiliary aids and services are available upon request to individuals with disabilities.

Job Description

Job Information

Job Title:	Business Liaison	Job Family:	Program Support
Manager:	Executive Director	WC Code:	
FLSA Status:	Exempt	Eligible for OT:	☐ Yes ☒ No

Job Summary

The Business Liaison is responsible for providing regional workforce intelligence to employers, industry partners, and community stakeholders. This role develops and maintains strategic relationships with businesses, economic developers, chambers of commerce, and other organizations, with an emphasis on high-demand industries that drive the region's economy. By building trust and conveying the value of Workforce Solutions Deep East Texas (WSDet), the Business Liaison increases employer engagement and develops responsive approaches to workforce needs. The position plays a critical role in ensuring businesses are connected to workforce solutions that support growth, competitiveness, and access to skilled talent.

Essential Job Functions

Partnership Development & Engagement

- Develop and maintain relationships with new and existing businesses, with special emphasis on high-demand industries.
- Collaborates to organize meetings and focus groups with employers and training providers to identify workforce needs and implement action plans.
- Represents WSDet at formal and informal meetings with state, federal, and local agencies, serving on chamber committees and advisory committees.
- Builds connections with the region's school districts regarding career and technology programs and career pathways to better align education with industry needs.

Labor Market Communication & Workforce Intelligence

- Researches, compiles, analyzes, and presents regional labor market data to business and community stakeholders.
- Prepares labor market and wage analyses as requested by employers, economic development organizations, chambers of commerce, and educational institutions.
- Updates and disseminates workforce reports, including the monthly Local Area Unemployment Statistics (LAUS) and quarterly economic development reports, using data from the Texas Workforce Commission (TWC) and other sources.
- Creates and distributes accessible labor market information, press releases, and reports tailored to employer and industry audiences.

Employer Services & Program Support

- Understands and effectively communicates the benefits of collaborating with WSDet to address industry and employer needs.
- Promotes and connects employers to programs such as the TWC Skills Development Fund, Skills for Small Business, and Texas Industry Partners Grant.
- Coordinates and collaborates on special projects and assists in the development of Business Services reports.
- Plans and coordinates events focused on industry and workforce needs.



Outreach & Communication

- Assist in preparation and edits workforce e-newsletters for distribution to employers and stakeholders.
- Manages employer distribution lists and databases to ensure effective outreach.
- Assists with WSDet public relations and outreach efforts, including website updates, social media campaigns, media engagement, and digital storytelling.
- Researches topics and resources for use in blogs, articles, and videos that highlight workforce and business success stories.

Reporting & Accountability

- Maintains accurate records of employer engagement, data reports, and partnership activities.
- Provides regular updates to the Executive Director on business engagement initiatives and outcomes.
- Performs related work as assigned.

Education and Skills Requirements

- Bachelor's degree in Public Relations, Communications, Marketing, Business Development, Education or related fields. Master's degree preferred
- Ability to strategically align stakeholders in developing a share vision
- Ability to travel frequently within the 12-county area.
- Experience working with chambers of commerce, industry associations, or employer groups preferred.
- Exceptional interpersonal skills and must be comfortable communicating with industry partners at various occupational levels
- Experience writing well-organized, data driven progress reports
- May be required to utilize a personal automobile on an agency related business requiring a current valid driver's license and current automobile liability insurance.
- Skilled in networking and building relationships
- Strong analytical skills to process the data and present findings
- Strong presentation skills

Physical Demands and Work Environment

The work is performed in an inside office setting with moderate noise level, and outdoors as related to task performance. This job frequently requires the employee to stand; walk; sit; use hands; climb stairs; balance; stoop; kneel; read; talk or hear. The employee must lift and/or move up to 25-50 pounds. Specific vision abilities include close vision and the ability to adjust focus. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The employee should never attempt to lift more than 50 pounds.