



# Housing Authority of the City of Reno

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## WORKFORCE DEVELOPMENT SPECIALIST

DEPARTMENT: Executive  
REPORTS TO: WFD Administrator  
EXEMPT/GRADE: Non-Exempt / Grade 16

### DEFINITION

Under general supervision, the Workforce Development Specialist is responsible for recruiting, supporting, marketing, monitoring, and reporting of educational, social service, employment support, and other programs and services intended to assist the Authority's rental assistance and public housing families in achieving economic self-sufficiency. Incumbents are assigned responsibility for assisting the Workforce Development Administrator and the Workforce Development Coordinators in ensuring planned program and client outcomes are achieved.

### EXAMPLES OF IMPORTANT & ESSENTIAL DUTIES

- Maintains relationships and interacts regularly with service delivery partners, other interested and involved organizations, community representatives, clients, and others to promptly identify and resolve problems that could undermine program effectiveness.
- Assists in developing marketing plans to attract client participants; writes and edits newsletters, outreach and marketing materials, community newspapers, reports, abstracts and other materials.
- Coordinates and conducts monthly resident council meetings, as well as designing and scheduling special programs and activities.
- Conducts orientations; hosts presentations provided by partnering agencies; facilitates work readiness and financial education workshops.
- Attends and participates in after-hours activities, including several evenings per month and weekends per year.
- Coordinates gathering of data and preparation of supporting documents; researches best practices and diverse concepts to utilize in the planning process.
- Maintains accurate files and records, reviews and organizes materials, and keeps files up to date.
- Assists in gathering information for preparation of reports for Authority and HUD purposes.
- Drafts routine memos, correspondence and reports.
- Prepares various reports for management.
- Additional duties as assigned.

### EMPLOYMENT STANDARDS

#### 1. MINIMUM EDUCATION AND EXPERIENCE

- Graduation from high school or equivalent. Advanced certificate or post-secondary education desirable, preferably in marketing, journalism, design, or office administration.
- A minimum of two years of increasingly responsible office/clerical experience, including developing marketing and outreach materials, facilitating meetings, and recruitment of participants, preferably in a social service or

community service agency.

#### 2. REQUIRED KNOWLEDGE, SKILLS & ABILITIES

##### Knowledge of:

- Effective recruitment techniques, including developing marketing materials and conducting in person outreach.
- Modern office practices, methods and computer equipment and applications related to the work.
- English usage, spelling, grammar, vocabulary, and punctuation.
- Techniques for effectively representing the Authority in contacts with other agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and Authority staff.
- Record-keeping principles and procedures, including basic accounting practices.
- Basic theory, principles and practices of social service, education, and employment counseling.
- Theory, principles, and practices for motivation and individual/family supportive services and employment programs.
- The community, its resources and dynamics applicable to the delivery of Authority programs in assigned areas of responsibility.
- Demographics and social service, educational, and other supportive needs of populations served by resident development services programs.
- HUD and Authority low-income housing programs and regulations.
- Ethical and legal obligations regarding confidentiality and program requirements.
- Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility (i.e., self-sufficiency and supportive services programs).

**Ability to:**

- Handle client interactions with courtesy, tact, and sensitivity to the issues involved.
- Define issues, collect data, evaluate alternatives, and develop sound conclusions and recommendations.
- Deal effectively with a culturally and ethnically highly diverse client and customer groups.
- Facilitate a variety of sized groups.
- Design and distribute flyers, brochures, and other marketing materials as well as meeting agendas.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Maintain confidentiality of sensitive personal information of applicants, current and former residents, and other matters affecting tenant relations.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Communicate tactfully and effectively in both written and verbal form in English, and preferably also in Spanish.

**3. ADDITIONAL REQUIREMENTS**

- Ability to work in a typical office setting and operate standard office equipment, including computers, printers, telephones, copiers, and calculators.
- Intermediate to advanced Microsoft Office skills, including Word, Excel, Power Point, Outlook, and Publisher.
- Must be able to lift and/or carry objects and/or materials up to 25 lbs.
- Ability to travel to different sites and locations as required to perform job requirements or obtain agency-directed training.
- Possession of a valid Nevada driver's license with a good driving record, preferably with own vehicle.