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www.masshire-nscareers.org

## **Business Outreach Specialist**

### **Job Description**

(February 2026 Post)

#### **Position Summary:**

The MassHire-North Shore Career Center (MHNSCC) is dedicated to connecting motivated career-seekers with employers and educators across the North Shore of Massachusetts. The MassHire-North Shore Workforce Board governs grant funding and the execution of these efforts. The MassHire-North Shore Career Center is seeking a motivated individual to join the Career Center team with the primary goal of increasing employment opportunities in emerging industries for our Adult Education program graduates.

The Career Center's Business Outreach Specialist will contribute to expanding business engagement for the MassHire-North Shore Career Center, establish employer relationships for industry-specific students, utilize existing Labor Market Information (LMI) tools, connect Adult Education students to appropriate leads, and run industry-specific events. Weekly collaboration with MassHire-North Shore Career Coaches to explore and solicit local employment opportunities to identify and add new companies to adult students' activities and networks will be key to this position.

#### **Reports to:**

The MassHire-North Shore Career Center's Executive Director

#### **Essential Duties and Responsibilities:**

- Develops and executes a broader engagement plan that increases the number of industry-specific employer partners for adult trainees;
- Establishes and maintains effective working relationships with area employers by making personal contacts and visits to determine employer needs, explain training programs and curriculum, solicit additional competency needs, plan class tours, and develop engagement strategies;
- Ensures the Career Center training staff is aware of relevant job openings in all areas: the Business Outreach Specialist will share responsibility for the job placement of each adult student in the training programs;
- Plans, organizes, and conducts job fairs, special events, and recruitment events to provide large-scale labor exchange opportunities for both employers and trainees;
- Utilizes the Massachusetts One-Stop Employment System (MOSES) database to note activities accordingly;
- Tracks, reviews, and reports regularly on activity and performance outcomes to ensure performance standards are met;
- Performs other duties as assigned;
- Commits to the MassHire values of *Collaboration, Respect, Reliability, and Ingenuity*.

#### **Qualifications:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.



Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions. Must place high priority/value on diversity, equity, and inclusion to effectively serve the region's community.

**Education and/or Experience:**

- Associate degree in a related field with a bachelor's degree in a related field preferred: may be replaced with solid successful experience in similar projects and operations;
- 3+ years of experience in business, marketing, recruitment, employment and educational counseling, or a related field.

**Core Skills and Abilities:**

- Strong understanding of Environmental Justice populations in Massachusetts and Diversity, Equity, and Inclusion issues for effective interface within communities on the North Shore;
- Experience working in the workforce development arena with expertise in keeping partnerships cohesive and successful, building commitment and alignment, and providing information across project teams;
- Exceptional professional communication and presentation skills, both verbal and written, demonstrated using various technology platforms such as Microsoft Office (PowerPoint, Excel, Word, etc.) and other industry-specific software as well as through in-person meetings;
- Excellent attention to detail combined with strong problem-solving and critical thinking skills as well as a high-growth mindset;
- Knowledge of labor market conditions and trends for a variety of occupations and/or the ability to analyze quantitative and qualitative data (for example, reports and data sets).
- Ability to connect training opportunities for companies and job seekers within a highly complex grant-based environment;
- Ability to set, execute, and report based on established timelines.

**Language Skills:**

Ability to read, analyze, and interpret general business publications, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

**Days and Hours:**

- Monday through Friday 8:30 AM–5:00 PM; full-time 37.5-hour work week.
- Local travel required. Some evening work and possible Saturday work may be required: earned time off is available and flexible.
- The Career Center Business Outreach Specialist must have and maintain a valid Massachusetts driver's license and have a reliable vehicle for travel to companies and offsite work assignments as needed year-round with mileage reimbursement per City of Salem policies.

**Salary and Benefits:**

The salary range is \$57,187.19–\$60,648.30 per year based on experience/qualifications. The City of Salem's complete benefits package includes medical and dental coverage; vacation, sick, and personal leave; retirement plan.

**Work Environment and Physical Demands:**

Parking is 1 block away in the City of Salem garage, pass provided. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is typically moderate and some workspaces are shared.

This job operates in an office environment, predominantly seated, operating standard office equipment such as computers, phones, copy machines, filing cabinets, and keyboards. The incumbent has direct

and indirect contact with the public and other agency and city staff. The position requires working with high volume, tight deadlines, being subject to frequent interruptions, and at times without direct guidance from a supervisor. While performing the duties of this job, the incumbent is continuously required to talk, hear, and use repetitive motions of the wrists, hands, and fingers. Specific vision abilities required by this job include close vision. The incumbent will frequently stand, carry, reach, grip, and grasp; occasionally stoop, kneel, and crouch. The work involves little to light physical effort; frequently exerts up to 10 pounds of force and occasionally exerts up to 20 pounds of force. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level can vary depending on daily activity yet it will remain within a moderate noise-level range.

*The City of Salem is an Equal Opportunity/Affirmative Action Employer and does not discriminate based on race, color, national origin, religion, gender or gender identity, familial status, disability, ancestry, age, marital status, public assistance status, sexual orientation, veteran history/military status, or genetic information.*

**Application:**

Qualified individuals are encouraged to send a resume and cover letter with the subject line "Application: Business Outreach Specialist" to [jobs@masshire-northshorewb.com](mailto:jobs@masshire-northshorewb.com). Applications will be reviewed on a rolling basis and the position will remain open until filled.

**MASSHIRE VALUES**

**Collaboration** – *Power of partnership and streamlined integration of services to achieve effective and timely results for our Masshire-North Shore Career Center customers;*

**Respect** – *Commit to understanding and valuing the diverse and unique requirements and professional goals of the businesses and people we serve;*

**Reliability** – *Create trust and reliability by consistently delivering high-quality professional services at each location and at every interaction;*

**Ingenuity** – *Leverage flexibility, expertise, and knowledge to successfully meet our mission, regardless of new challenges and circumstances that may arise.*