



PRODUCT BOX DESCRIPTION

Product Box Mission:

- Offer a robust, innovative, demand-driven integrated product line
- Maintain constant customer engagement through a consistent regional approach
- Targeted focus is job seekers of all skill, educational and employment levels
- Develop myriad quality products, services, and resources known by all staff and marketed to all customers

Product Box Functional Responsibilities / Duties:

- Create, identify, and develop products that ensure continuous customer engagement
- Develop relationships and partnerships with educational, economic, civic and community-based organizations for product advancement
- Promote CSULB's Community Information Clubhouse activities
- Establish vendor list of job search readiness, talent improvement, basic skills, occupational trainings and costs
- Offer Network Information Session / Orientation alternatives through various mediums (on-line, linkages to website, flat panel monitors, YouTube)
- Schedule products, workshops, and trainings, posted on a quarterly basis
- Assist with marketing and Product Box communications
- Develop Tool Kits outlining products and services for job seekers and businesses
- Ensure adequate capability, access requirements, and procedures for these products
- Address product box logistics to ensure regional opportunities
- Organize services and activities in master list of all products; update continuously
- Oversee product activities, effectiveness of training and trainers
- Solicit customer feedback and satisfaction measures
- Conduct focus groups / research about interest and need for proposed products>
- Coordinate product demand with Network Teams, Centers, other critical stakeholders
- Track product / services engagement through VOS (Providers, Case Notes, Services)

Skills & Attributes:

- Ability to work with diverse ethnic and multi-cultural populations
- Proficient computer skills (VOS and Microsoft Office products)
- Knowledge of labor market information / workforce intelligence
- Familiarity with community and electronic-based training, skills enhancement products
- Excellent collaboration, communication, analytical, and research skills
- Highly organized team player adept at multi-tasking and working under pressure

Performance Criteria

- Is proficient in VOS and Microsoft Office products
- Further specific criteria to be developed