



## **HUMAN RESOURCES MARKETING SPECIALIST**

### **GENERAL RESPONSIBILITIES**

Under the leadership of the Director of Employment Services, this position is responsible for supporting the Department of Human Resources' (HR) recruitment initiatives to include working with the recruitment and retention plan, various technology-based initiatives, the department's presence on social media sites, and other human resources projects. In addition, this position is responsible for managing the Retirement Opportunity Program (ROP), and for developing, and implementing strategic marketing decisions to attract qualified talent to VBCPS for all positions.

### **ESSENTIAL TASKS**

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Develop and maintain a project management content calendar to organize the VBCPS message across a wide variety of social media platforms.
- Build and maintain a strong and consistent brand throughout a wide range of marketing channels to include balancing the use of various paid and organic marketing channels throughout marketing campaigns.
- Monitor and maintain HR social media sites by providing frequent engaging content updates to include writing/posting content such as links, videos, and pictures of the workplace.
- Use social media to drive engagement by creating and posting attractive recruitment ads on various sites; promote jobs and communicate the positive aspects of working for VBCPS.
- Serve as HR liaison to the public by responding to social media follower questions about working for VBCPS or applying to jobs.
- Develop web content and design for all HR social media sites and serve as the department's intranet site owner.
- Assist with planning, development, marketing and execution of the annual VBCPS Career Expo.
- Develop, coordinate and manage the ROP to include outreach, strategic communication, registration, and website development, modifications and maintenance.
- Identify prospective ROP candidates, using our HRIS system and collaborating with the Office of Consolidated Benefits and the Department of Technology.
- Research options and advise the chief and the director regarding marketing strategies and technology systems for recruitment and employment.
- Manage digital interview systems to include troubleshooting technical issues and contacting applicants directly.
- Develop materials and conduct training for hiring managers on the use of digital platforms for interviews.
- Manage various employee and applicant platforms for the department to include system upgrades, modifications, testing and enhancements.
- Serve as the point-of-contact for HR data collection and analysis to include analyzing online and social media metrics and analytics and producing monthly reports.
- Develop innovative ideas for increasing departmental efficiency through analysis of current systems, processes and practices by gathering, monitoring and analyzing survey data.
- Serve as the department's point-of-contact with various promotional vendors and media organizations, etc.
- Design materials to include recruitment flyers, brochures, visual presentations, handouts, large banners, and other promotional equipment.
- Assist with design and production of onboarding presentations.
- Provide creative support for HR hosted/sponsored events to include production of video and materials.
- Serve as the HR Liaison with the Department of Communications and Community Engagement.
- Serve as part of the Employment Services management team providing guidance and input.
- Perform related work as required.



**KNOWLEDGE, SKILLS AND ABILITIES**

Must have a knowledge of social media production, communication, and dissemination techniques and methods as well as familiarity with the latest trends, technologies, and methodologies in digital marketing. Must have knowledge of both paid and organic marketing channels and a strong understanding of traditional and emerging market channels. Must have excellent communication skills, both oral and written; must be creative and have strong presentation skills; a high level of accuracy, excellent organizational and tracking skills with great attention to detail, proof reading and collating complex information into reports; specific experience working with graphics, databases, Microsoft Office applications, Adobe Creative Cloud, and social media; and excellent time and project management skills with the ability to prioritize a wide range of competing demands. Must have the ability to work under pressure and meet deadlines. Must have the ability to work in a fast-paced environment and deliver results. Must be an effective presenter and trainer. Must be a flexible problem solver with a professional service-oriented attitude and ability to work in teams as well as independently in the absence of detailed instruction. Strong analytical skills preferred.

**EDUCATION AND EXPERIENCE**

**Required:** Bachelor’s Degree in Marketing or a related field. Experience in managing digital communication and/or social media sites, computer software applications (including word processing, database, spreadsheet, and desktop publishing); or web/graphic design.

**Preferred:** Master’s Degree. Experience with data analysis and working in a PreK-12 environment.  
A comparable amount of training and experience may be substituted for preferred experience.

**PHYSICAL REQUIREMENTS**

Must have the use of sensory skills in order to effectively communicate and interact with other employees and the public using the telephone and personal contact as normally defined by the ability to see, read, talk, hear, handle or feel objects and controls. Frequent sitting, grasping, fingering, repetitive motion, and reaching. Occasional walking, standing, bending, stooping, balancing, and crouching. Ability to lift up to 20 pounds occasionally. Requires timely and regular adherence to established work schedules. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.

**SPECIAL REQUIREMENTS**

Possession of a valid driver's license  
Regular and reliable attendance is an essential function of this position.

FLSA status: Exempt	Description: 2/17, 8/18, 7/20
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