

## Job Description

<b>Job Title</b>	Recruitment Marketing Advisor
<b>Directorate</b>	Strategy and Change
<b>Service Area</b>	People and Organisational Culture
<b>Grade</b>	6
<b>Competency Level</b>	2
<b>Salary</b>	£35,412 - £39,862
<b>Job Type</b>	Hybrid
<b>Location</b>	Cunard Building
<b>Disclosure and barring service (DBS)</b>	Not applicable
<b>Job Evaluation Ref No</b>	A8235

## Job Purpose

To drive all aspects of Recruitment marketing and engagement with communities, Universities and other institutes, as well as expertise and advice in relation to recruitment marketing including social media, employer brand and targeted initiatives to ensure we engage and reach a diverse range of audiences. To attract top talent to the Council ensuring continued engagement through creative communication and support.

The role holder should use their insight to inform their work and relentlessly pursue new and innovative formats that drive results.

### **Directly Responsible For:**

Not applicable

### **Directly Responsible To:**

Talent and Attraction Lead

### **Main Areas of Responsibility:**

- Create visually appealing graphics and materials for digital and print use, ensuring brand consistency across all marketing and communication outputs. Work alongside the Recruitment team to continue to grow and develop the Council brand and EVP
- Develop and support effective relationships with senior managers and operational leaders throughout recruitment campaigns, instil confidence in the service offered through recruitment activities and campaigns
- Provide best practice training to Recruitment Officer's and hiring managers on all aspects of use of social media especially LinkedIn
- Engaging with a diverse range of online and offline communities to promote our company and open roles
- Plan and implement a recruitment marketing and employer branding strategy with the Talent and Attraction lead to attract high-quality applicants
- Provide advice and guidance and support to ensure vacancies are advertised through appropriate channels such as social media, with partner agencies and external professional websites and publications to a high quality standard
- Own the coordination of events, workshops, and other community outreach activities. This will include communicating with external events teams, venues, and other relevant parties to ensure the smooth running of events, as well as

logistical aspects including scheduling, transportation, catering, and accommodation

- To represent the Council at job fairs and employment events promoting opportunities to a diverse range of candidates
- Ensuring that candidates are contacted prior to events and that we stay in touch with all candidates through emails and jobs bulletins
- Ensure that all systems are up to date, auditable, and relevant data / documentation is processed and stored in line with GDPR and work protocols
- Lead on all aspects of social media activity and recruitment marketing across all directorates, partnering with third parties where appropriate
- Support projects, deploying recruitment and resourcing expertise as required, to ensure that large projects are delivered efficiently and effectively (e.g. whole service reviews and restructuring exercises)
- Plan and manage recruitment media campaigns across a range of platforms including Facebook, LinkedIn, Twitter, Instagram, providing campaign results to key stakeholders
- Support the design and maintenance of our recruitment site, intranet, and staff communications in relation to recruitment and retention including the promotion of staff benefits
- Design, develop and distribute effective jobs bulletins
- Generate monthly updates about upcoming recruitment marketing initiatives and events
- Identify the tactics and platforms that will be most effective in reaching a specified target audience generating monthly updates about recruitment marketing initiatives and events
- Work closely with HR and hiring managers to develop creative ways for addressing recruitment challenges
- Be a passionate digital user and expert user of social media with a proven passion for the ever-changing social and digital media landscapes, including how target audiences engage through different channels, how to harness the

power of social media to drive values and writing engaging copy for websites and social media

- Identify and generate a range of media content to help raise the profile of the council, the benefits of working for the council and the breadth of opportunities
- Track and analyse the performance of digital campaigns using tools such as Google Analytics and social media insights. Provide regular reports and make data-driven recommendations for improvement
- Making the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance.
- Develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken

## **Supervision and Management Responsibility:**

- No line manager or supervision responsibility

## **Budget and Financial Responsibility:**

- Being fully accountable for managing the council's resources well and complying with statutory requirements. This includes managing time, avoiding unnecessary waste, reuse and recycle resources to reduce personal impact.
- Working with the Talent and Attraction Lead to ensure our advertising contracts are managed effectively and to budget

## **Social Value Responsibility:**

- Drive for social value through all activities, ensuring wider social, economic and environmental benefits for the council, residents and communities.

## Physical Demands of the Job:

- This post involves both office and field work. Hence it involves sedentary work and the need to travel to appointments

## Corporate Responsibility:

- Contributes to the delivery of the Council Plan
- Delivering and promoting excellent customer service, externally and internally
- Commitment to customer excellence by dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement
- Making the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance
- Develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken
- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the City Council's safety plan

## Competency Framework:

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we treat each other. Each competency details the standards of behaviours and skills required by all staff and this in turn supports delivery of our aim and our council plans linking them together with our values.

The post holder will be required to demonstrate the ability to perform at the following competency **level 2**.

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility. You will be expected to carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.

# Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

## Qualification and training

### Essential

- Evidence of attendance at appropriate HR or payroll training programme/qualification or equivalent professional experience (A)
- A desire to learn and progress by undertaking training to obtain the necessary skills and knowledge for the role (A)

## Experience

### Essential

- A successful track record of building effective relationships and providing advice to managers, and employee representatives in a large and complex organisation (A,I)
- An understanding of recruitment processes and candidate attraction and selection methods (I)
- Develop, write, and edit engaging content for our website, social media, newsletters, press releases, and other communication channels. This will include multimedia content, such as videos and podcasts (A,I,P)
- Knowledge and experience of using Adobe Creative Suite products, including Photoshop, and Premiere to produce high-quality low/no-cost content, and a desire to increase these skills (A,I)

- Experience of tracking and analysing the performance of digital campaigns using tools such as Google Analytics and social media insights (A,I)
- Able to provide regular reports and make data-driven recommendations for improvement (A,I)
- Experience of updating and maintaining website content, ensuring it is current, accurate, and visually appealing. Work with web developers as needed for larger updates (A,I)
- Working knowledge of AI use in recruitment marketing (A,I)
- To bring knowledge of diversity in recruitment marketing and processes to engage with as wide an audience as possible (A,I)
- Experience in using social listening and horizon scanning tools to inform your approach and report against for maximum impact (A,I)

## Skills/Abilities

### Essential

- Excellent organisation and time management skills with the ability to plan and organise self and others via systematic measures and processes to ensure that all targets and deadlines are met (A)
- Excellent communication skills with the ability to articulate information clearly both verbally and in writing to a range of audiences including job seekers, staff and managers (A)
- Exceptional interpersonal skills including the ability to establish and develop positive relationships with operational line managers, trade union representatives and staff (A)
- Creativity, innovation and self-motivation – challenging and enquiring mind set (A,I)



## Desirable

- Knowledge and experience of using Adobe Creative Suite products, including Photoshop, and Premiere to produce high-quality low/no-cost content, and a desire to increase these skills.
- Ability to produce and design clear, succinct infographics for social media and websites

## Commitment

### Desirable

- Commitment to working flexibly to ensure the achievement of business objectives.
- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council.