



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' 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, the position is responsible for managing and maintaining online digital platforms as well as providing training for their use.

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.)

- Serve as the department's intranet site owner and maintain the site's website content.
- Manage digital interview systems and train hiring managers on the use of digital platforms for interviews.
- Manage various Human Resources departmental technology projects.
- Create and post attractive recruitment ads on various sites.
- Design materials to include recruitment flyers, brochures, visual presentations and other handouts.
- Use social media to promote new jobs and communicate the positive aspects of working for VBCPS.
- Use social media sites to answer follower questions about working for, or applying to jobs.
- 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.
- Analyze online and social media metrics and analytics and produce monthly reports.
- Perform related work as required.

KNOWLEDGE, SKILLS AND ABILITIES

Must have a knowledge of social media production, communication, and dissemination techniques and methods. Must have excellent communication skills, both orally 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, 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.

EDUCATION AND EXPERIENCE

Bachelor's Degree in a related field preferred. 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. Experience working in a PreK-12 environment preferred.

A comparable amount of training and experience may be substituted for the minimum qualifications.

PHYSICAL REQUIREMENTS

Sitting for extended periods of time, heavy amount of data input, some lifting up to 20 lbs.
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.