

# Job description

**Job title:** Recruitment & Marketing Consultant

**Grade:** Dorset Council Grade 9

**Job evaluation reference:** HR053

**Job family:** Human Resources

## Purpose and impact

To deliver a creative, forward-thinking approach to attracting the best candidates across a diverse range of public services.

Deliver a fair, transparent, and inclusive recruitment consultancy service to a range of hiring managers and business stakeholders, maintaining a high level of satisfaction, operating with credibility, and offering advice and challenge as required.

Enhance the council's presence, within the community and online, to increase our candidate reach and to build and sustain our reputation as an employer of choice.

## Key responsibilities

1. To use a wide range of digital marketing tools.
2. Support hiring managers in developing tailored, inclusive, and engaging job adverts.
3. Engage with potential applicants for hard to fill roles through direct sourcing.
4. Nurture a talent pool of applicants enabling a pipeline of candidates.
5. Create candidate personas through conversation, the collection of employee data, demographic data and use of available research and tools like Mosaic to develop targeting advertising approaches.
6. Use of analytics to evaluate the effectiveness of recruitment campaigns, sharing any learning to ensure we are continuously improving our approaches to recruitment and candidate attraction.
7. To research new and emerging marketing and recruitment approaches, to consider suitability and to take calculated risks, learning from results.
8. To keep up to date with recruitment market trends, assessment techniques, available tools and ways to address skills shortages.
9. Supporting managers in identifying the right selection criteria for the shortlisting and assessment of candidates.
10. Identify and interview employees to create new and engaging content to deliver in various formats.
11. Contribute to the delivery of a positive recruitment experience for applicants and hiring managers.
12. Use a wide range of sourcing tools from job boards, Glassdoor, Indeed and LinkedIn.
13. Respond to reviews, questions and comments on social media and online platforms in a considered and appropriate manner.



NB: The duties and responsibilities of this post are not restrictive, and the post holder may be required on occasion to undertake other duties. This will not substantially change the nature of the post.

### **Supervision and management**

Reporting to: Recruitment & Attraction Lead

### **Our values**

Our values act as guiding principles, defining what we believe is important in the ways we work together. Our values are Respect, Together, Accountability, Openness and Curiosity. You will need to be able to demonstrate these values through the way you work, regardless of your role within the organisation.



# Person specification

Your application will be assessed based on your demonstration of how you fulfil the following criteria; you should include clear examples of how you meet these criteria within your application form and during the assessment process.

## Essential

Essential criteria are the minimum requirement for the above post. The criteria will be assessed through a combination of your application form, interview and assessment (as specified below).

<b>Qualifications, training or registrations</b> Required by law or essential to the performance of the role or both	<b>Assessed through:</b>
1. A relevant degree, equivalent professional qualification or equivalent technical competence	Application form
<b>Experience</b>	
2. Experience in successfully implementing a Marketing and Communication Strategy	Application form
3. Willingness to try new approaches and ways of working	Application form
4. Significant experience of using social media, (ie. Facebook, LinkedIn, Twitter, Instagram)	Application form
5. The ability to understand complex written and verbal text and numeric and statistical data, analyse it and take action or report back to colleagues on its implications	Application form
6. Demonstrable experience of relationship building and stakeholder management	Application form
7. Excellent communication skills, written, verbal and presentational and the ability to flex communications according to the level and type of role being recruited for	Application form
<b>Skills, abilities and knowledge</b>	
8. The ability to manage multiple priorities, co-ordinate and schedule your own workload	Interview Assessment
9. Ability to demonstrate an understanding of, and commitment to equality and diversity, partnership working and customer care	Interview Assessment
10. Awareness of Local Government	Interview Assessment
11. A skilled influencer with the ability to negotiate and challenge	Interview Assessment
12. Ability to work within style and brand guidelines	Interview Assessment
13. An understanding of accessibility requirements within online marketing to ensure an inclusive experience	Interview Assessment
14. The ability to solve complex problems, exercise sound judgement and to make and influence decisions whilst remaining impartial	Interview Assessment
15. Innovative and creative with a proven track record of delivery	Interview Assessment
16. Willing to travel to different locations in Dorset as required	Application form
<b>Our values</b>	
17. Respect	Interview Assessment
18. Together	Interview Assessment
19. Accountability	Interview



	Assessment
20. Openness	Interview Assessment
21. Curiosity	Interview Assessment

**Approval**

Manager's job title:

Date: January 2025

