

# Job description

Job title: Recruitment & Marketing Consultant  
Grade: Dorset Council Grade 9  
Job evaluation reference: HR053  
Job family: Human Resources

## Purpose and impact

1. To deliver a creative, forward-thinking approach to attracting the best candidates across a diverse range of public services.
2. 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.
3. 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

4. To use a wide range of digital marketing tools.
5. Support hiring managers in developing tailored, inclusive, and engaging job adverts.
6. Engage with potential applicants for hard to fill roles through direct sourcing.
7. Nurture a talent pool of applicants enabling a pipeline of candidates.
8. 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.
9. 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.
10. To research new and emerging marketing and recruitment approaches, to consider suitability and to take calculated risks, learning from results.
11. To keep up to date with recruitment market trends, assessment techniques, available tools and ways to address skills shortages.
12. Supporting managers in identifying the right selection criteria for the shortlisting and assessment of candidates.
13. Identify and interview employees to create new and engaging content to deliver in various formats.
14. Contribute to the delivery of a positive recruitment experience for applicants and hiring managers.
15. Use a wide range of sourcing tools from job boards, Glassdoor, Indeed and LinkedIn.
16. 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

17. Reporting to: Recruitment & Attraction Lead
18. Responsibility for: No direct reports



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### **Our behaviours**

Dorset Council has developed and embedded a set of behaviours that will form part of everything you do and you will need to be able to demonstrate them through the way you work, regardless of your role or grade within the organisation.

Full details can be found on the job website under '[Working for Dorset Council](#)'.



# Person specification

Applicants will be shortlisted on the basis of demonstrating that they fulfil the following criteria in their application form and should include clear examples of how they meet these criteria. You will be assessed in some or all of the specific areas over the course of the selection process.

## Essential

Essential criteria are the minimum requirement for the above post.

<b>Qualifications/training/registrations</b>	
Required by law, and/or essential to the performance of the role	
1. A relevant degree, equivalent professional qualification or equivalent technical competence	
<b>Experience</b>	
2. Experience in successfully implementing a Marketing and Communication Strategy	
3. Willingness to try new approaches and ways of working	
4. Significant experience of using social media, (ie. Facebook, LinkedIn, Twitter, Instagram)	
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	
6. Demonstrable experience of relationship building and stakeholder management	
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	
<b>Skills, abilities &amp; knowledge</b>	
8. The ability to manage multiple priorities, co-ordinate and schedule your own workload	
9. Ability to demonstrate an understanding of, and commitment to equality and diversity, partnership working and customer care	
10. Awareness of Local Government	
11. A skilled influencer with the ability to negotiate and challenge	
12. Ability to work within style and brand guidelines	
13. An understanding of accessibility requirements within online marketing to ensure an inclusive experience	
14. The ability to solve complex problems, exercise sound judgement and to make and influence decisions whilst remaining impartial	
15. Innovative and creative with a proven track record of delivery	
<b>Behaviours</b>	
16. <a href="#">Responsibility</a>	
17. <a href="#">Respect</a>	
18. <a href="#">Recognition</a>	
19. <a href="#">One Team: Collaboration</a>	
<b>Other</b>	
20. Willing to travel to different locations in Dorset as required	

<b>Approval</b>			
Manager	Recruitment & Marketing Lead	Date	February 2023

