**JOB DESCRIPTION**

# Recruitment Marketing Specialist

# **ABOUT UNITING**

**Our purpose:** To inspire people, enliven communities and confront injustice.

**Our values:** As an organisation we are **Imaginative, Respectful, Compassionate** and **Bold**.

At Uniting, we believe in taking real steps to make the world a better place. We work to inspire people, enliven communities and confront injustice. Our focus is always on the people we serve, no matter where they are at in their life.

Our services are in the areas of aged care, disability, mental health, child and family, community services, and chaplaincy and we get involved in social justice and advocacy issues that impact the people we serve. As an organisation we celebrate diversity and welcome all people regardless of disability, lifestyle choices, ethnicity, faith, sexual orientation or gender identity. We commit to respecting children and take action to keep them safe.

Uniting is the services and advocacy arm of the Uniting Church NSW & ACT and as such Uniting leaders understand, support and can express the mission and purpose of the Uniting Church.

# **ABOUT THE ROLE**

**Role Purpose**

This role is responsible for the design and implementation of strategies to promote Uniting as an employer of choice, ultimately increasing recruitment output. This role will build market insights, collaborate with stakeholders to develop and implement campaigns, and analyse data to continuously improve effectiveness and maximise return on investment.

# ROLE KEY ACCOUNTABILITIES

You will be an integral member of the Sales & Marketing team through the following:

* Provide consistent and visible leadership in WH&S behaviours and actions within the team and department and ensure there is a safe working environment and that staff are properly trained to be able to work in a safe manner.
* Work closely with the Head of Department to translate business and strategic objectives into targets, tactical plans and action steps which team members can effectively implement.
* Take responsibility for ensuring that team members have the necessary resources and capability to deliver high quality work. Regularly assesses team member performance, sets objectives and establishes active development plans.
* Understand industry trends and commercial implications and demonstrates knowledge of the impact department advice has on the other Directorates in Uniting.
* Contribute to the development and evaluation of changes and improvements to the to the services provide by the department/team and ensures that changes support the viability of Uniting.
* Confidently establish and maintain a safe and supportive working environment that is inclusive of all staff through celebrating their nationality, cultural background, LGBTI status, abilities, gender and age.

As the Recruitment Marketing Specialist, your role specifically will:

* Collaborate with, and coach, operational leaders and enabling functions in the design and implementation of marketing strategies that drive recruitment outcomes.
* Gain market insights to identify trends, preferences, and competitor activities to inform marketing strategy.
* Create compelling marketing collateral to engage target audiences across various channels.
* Utilize digital marketing tools and platforms to optimize online presence and reach target demographics.
* Analyse and report on marketing data and metrics to evaluate campaign performance and identify areas for improvement or optimization.
* In conjunction with the Head of Talent & Workforce Planning, manage marketing budgets and allocate resources effectively to maximize ROI and achieve marketing objectives.
* Build and maintain relationships with external stakeholders (e.g. media outlets, influencers, industry partners) to enhance brand visibility and secure promotional opportunities.
* Partner with internal stakeholders to assess and improve recruitment practices.
* Stay updated on industry trends and best practices to continuously innovate and adapt marketing strategies for maximum effectiveness.

# ABOUT YOU IN THE ROLE

As a staff member of Uniting you will celebrate diversity and welcome all people regardless of lifestyle choices, ethnicity, faith, sexual orientation or gender identity.

**Your directorate:**  Sales & Marketing

**You’ll report to:** Head of Sales & Marketing

# YOUR KEY CAPABILITIES

**Individual leadership**

* **Improving performance -** Works with others and offers suggestions to find ways of doing the job more effectively.
* **Owning the job -** Takes ownership for all responsibilities and honours commitments within their own role and strives to achieve goals with a "can-do" attitude to levels of excellence.
* **Perseverance** - Remains committed to completing the job in the face of obstacles and barriers.
* **Timeliness of work -** Sets achievable timeframes and works to complete projects, tasks and duties on time.

**Business Acumen**

* **Organisational Operation -** Displays awareness of Uniting’s business objectives and understands how personal objectives relate to those objectives.
* **Organisational Objectives -** Has broad awareness of Uniting’s vision and values and how they apply to issues in the team.
* **Develops and Grows the Business –** Understands team and organisational goals and works collaboratively with Team Members to achieve organisational goals**.**
* **Makes Sound Decisions –** Analyses problems, seeks input from relevant people and then takes appropriate action to implement the most effective solution in a timely manner.

# QUALIFICATIONS & EXPERIENCE

**Qualifications:**

Bachelor qualification in Marketing or associated field, or equivalent experience.

**Skills and Experience:**

Typically this role will require three or more years’ experience in your field of expertise. You will have excellent written and verbal communication skills, be organized, systematic, thorough, accurate and disciplined. You will be continuing to develop in your area of expertise and be expected to provide innovative ideas to solve problems in your discipline. It is expected that you will be developing good skills at navigating a complex organisation, forging relationships, and managing through influence rather than direct authority as required.

* Demonstrated ability to manage stakeholders with a focus on customer outcomes
* Demonstrated ability to lead innovative marketing opportunities
* Demonstrated experience using marketing strategies to support recruitment outcomes

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| **Employee Name:** |  | **Manager’s Name:****Title** |  |
| **Date:** |  | **Date:** |  |
| **Signature:** |  | **Signature:** |  |