

Recruitment Marketing Specialist

Position Details

Class Code: 0150

Job Family: Administrative/Clerical/Secretarial

Classification: Support Professional

Terms of Employment: [Pay Grade 56 on the Support Professional Salary Schedule](#)

FLSA STATUS: NON-EXEMPT

Position Summary

Under general direction, works independently and plays a key role in end-to-end recruitment marketing processes, including marketing strategies, intelligence, analytics, platforms, and content creation; innovates processes with emerging recruitment technologies and play a key role in recruitment projects.

Essential Duties and Responsibilities

This list of Essential Duties and Responsibilities is not exhaustive and may be supplemented.

1. Develops, executes, and tracks end-to-end recruitment marketing initiatives, including e-mail marketing campaigns & automation, passive candidate strategies, lead generation, and utilization of the candidate relationship management system.
2. Communicates on behalf of Clark County School District (CCSD) using social media; including X (formerly Twitter), Facebook, Instagram, LinkedIn, and other platforms.
3. Creates, manages, and runs analytics on candidate relationship management platforms (Beamery, Indeed, Handshake, etc.).
4. Creates and designs internal/external web pages.
5. Creates/manages content on CCSD's career site; implements improvements, provides recommendations, and monitors overall activity.

6. Posts responses to social media and company review sites (Glassdoor, Google, etc.) on CCSD's behalf.
 7. Manages vendor relationships; makes decisions to maximize investments in talent marketing platforms.
 8. Anticipates recruiting touchpoints; works closely with talent acquisition teams (TAT) to create/implement marketing to attract top talent using all available marketing methods, with a constant focus on innovation.
 9. Researches social media marketing/advertising trends; suggests ideas for improving talent branding and candidate experience.
 10. Conforms to safety standards, as prescribed.
 11. Performs other tasks related to the position, as assigned.
-

Distinguishing Characteristics

Develops CCSD's branding and recruitment marketing strategies using modern methods/strategies to attract highly-qualified candidates.

Knowledge, Skills, and Abilities (Position Expectations)

1. Knowledge of recruitment and marketing strategies.
2. Ability to exercise a high degree of confidentiality, professionalism, poise, tact, and diplomacy to accomplish objectives.
3. Ability to multitask as well as maintain focus and discipline.
4. Ability to problem-solve and facilitate groups.
5. Ability to work under pressure in a fast-paced, time-sensitive environment with shifting priorities and multiple deadlines.
6. Ability to communicate effectively, verbally and in writing, with individuals of various cultural, social, and educational backgrounds.
7. Ability to organize, prioritize, coordinate, and implement a variety of recruitment activities, projects, and events.
8. Ability to maintain accurate records.
9. Ability to collaborate with, as well as establish, partnerships with the business community, higher education institutions, and community organizations.
10. Able to work varied shifts, including weekends and holidays.
11. Outgoing and self-motivated with a strong desire to excel.
12. Computer literate, with an in-depth knowledge of data mining and internet research.

13. Possess physical and mental stamina commensurate with the responsibilities of the position.
-

Position Requirements

Education, Training, and Experience

1. High school graduation or other equivalent (General Education Development (GED), foreign equivalency, etc.)
2. Four (4) years' experience in a marketing-related and/or media specialist position; or,
Four (4) years' experience in video and/or digital media production; or,
Associate's degree from an accredited college or university in graphic arts, graphic design, computer graphics, fine arts, advertising, broadcasting, or a closely related field, and two (2) years' experience in a marketing-related and/or media specialist position.
3. Two (2) years' experience in brand marketing, recruitment marketing, or advertising.

Licenses and Certifications

1. A valid driver's license that allows the applicant/employee to legally operate a motor vehicle in Nevada. License must be maintained for the duration of the assignment.
2. Current driving history (dated within six (6) months from the date printed) issued by the Department of Motor Vehicles ([DMV]) at the time of application or Qualified Selection Pool (QSP) placement and at the time of interview prior to final selection.
3. Safe driving record. Safe driving record must be maintained for the duration of the assignment.

Preferred Qualifications

1. Proven accomplishment in building, managing, and optimizing multi-channel marketing along with sourcing campaigns.
 2. Deep analytical abilities, specifically with respect to campaign performance and experiment design as well as analysis.
 3. Experience developing complex marketing strategies/campaigns to identify and attract passive talent.
 4. Experience working with Adobe Suite and Microsoft Publisher.
-

Document(s) Required at Time of Application

1. High school transcript or other equivalent (GED, foreign equivalency, etc.).
 2. College transcripts from an accredited college or university, if applicable.
 3. Copy of a valid driver's license that allows the applicant/employee to legally operate a motor vehicle in Nevada.
 4. Copy of current driving history (dated within six [6] months from the date printed) issued by the DMV.
 5. Safe driving record.
 6. Specific documented evidence of training and experience to satisfy qualifications.
-

Examples of Assigned Work Areas

CCSD facilities, schools, and department offices; travel to various communities and higher education institutions.

Work Environment

Strength

Light - exert force up to 15 lbs, occasionally.

Physical Demand

Frequent sitting, standing, walking, pushing, pulling, carrying, crawling, stooping, kneeling, crouching, reaching, handling, repetitive fine motor activities, climbing, and balancing. Hearing and speech to communicate in person, via video conference and computers, or over the telephone. Mobility to work in a typical office setting and use standard office equipment. Stamina to remain seated and maintain concentration for an extended period of time. Vision: Frequent near and far acuity, and color vision. Vision to read printed and online materials, Video Display Terminal screens, or other monitoring devices.

Environmental Conditions

Varies from a climate-controlled office setting to work outdoors with temperatures ranging from mild/moderate to extreme cold/heat. Exposure to noise levels ranging from moderate to loud for occasional to frequent time periods.

Hazards

Furniture, playground/office equipment, communicable diseases, chemicals and fumes (as related to specific assignment), and power/hand-operated equipment and machinery (as related to specific assignment.)

Examples of Equipment/Supplies Used to Perform Tasks

CCSD-issued/personal vehicles, computers, programs, printers, modems, telephones, fax machines, copy machines, and all other standard office equipment.

AA/EOE Statement

The Clark County School District is proud to be an equal opportunity employer. The Clark County School District is committed to providing all applicants and employees equal employment opportunities without regard to race, color, religion, sex, gender identity or expression, sexual orientation, national origin, genetics, disability, age, military status, or other characteristics protected by applicable law. Here at Clark County School District, we are a diverse group of people who honor the differences that drive innovative solutions to meet the needs of our students and employees. We believe that through a culture of inclusivity, we have the power to reflect the community we serve.

Job Revision Information

- Revised: 02/18/25
- Created: 07/27/21