

EMPLOYMENT BRAND MANAGER

We are looking for a leader to develop and implement the strategic execution of Employment Branding Initiatives via digital and traditional marketing tactics that will support national sourcing, recruiting, and hiring. Read the below job description and if you possess most or all of these qualifications, we want to hear from you!

- Manage, create and implement innovative internal and external communications utilizing a variety of media including social, web and print media.
- Demonstrate an understanding of social channels and identify emerging opportunities.
- Identify and research cutting edge tools and techniques to help support recruiting objectives, advance storytelling and drive engagement.
- Identify, build, and maintain channels that directly funnel candidates through traditional and non-traditional online avenues including career sites, postings, crowd sourcing, blogs, colleges, culinary schools and online communities.
- Provide innovative ideas to drive strategies to attract highest-quality candidates of like-minded culture on our digital recruiting platforms.
- Manage all of the career-related social media communities and quantify results via detailed reporting and analytics.
- Develop a strategy and implement a process for capturing candidate online reviews. Monitor online ratings and respond accordingly.
- Become an advocate for the company in Social Media spaces, engaging in dialogues and answering questions where appropriate.
- Conduct research to understand local employment influences, identify obstacles to success, discover how to best position employment opportunities.
- Write and review copy and messaging for social media engagement campaigns. Work cross functionally with graphic design and digital marketing team to develop high-quality, high-impact materials that inform, educate, and illustrate our culture.
- Apply goals and develop effective metrics and measurements to ensure growth of communities and loyalty through building, launching, monitoring, maintaining, and evaluating performance of assets for each channel, including LinkedIn career pages, Glassdoor, Facebook careers tab.
- Keep abreast of industry trends and adapts to the changing landscape of career site technology, social media/tools, digital marketing.

Compensation: \$60,000 - \$70,000

Bachelor's degree or equivalent experience required.

5+ years of related marketing/communications experience.

Superior written and oral communication skills required.

Extensive knowledge of technology and products supporting recruitment, employment branding, social media marketing, and job candidate services.

Requires working knowledge of both recruiting and marketing areas and the ability to integrate the two fields.

Tech savvy and experienced using social collaboration, video editing, and blog tools and platforms.