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| Job Description: <b>Recruitment Marketing Assistant</b>  | Responsible to: <b>Resourcing Manager Africa</b> | Location:<br>Nairobi   | Responsible for: N/A |
| Purpose of role: To build the capacity of the Africa Resourcing team to develop an effective digital recruitment marketing strategy that will reach, attract and deliver targeted professional skills and competencies.  |  |  |                      |
| <p><b>Responsibilities</b><br/>You will work with the Africa Resourcing team to develop a digital recruitment marketing strategy; determine channels that are most effective in reaching, attracting and delivering professionals with the desired skills and competencies; train, mentor and coach the team to build capacity in digital recruitment marketing. A key part of your responsibilities will be to build brand awareness on the identified channels. You will work with the VSO Communications team to provide this support.</p> <p><b>Recruitment Marketing</b></p> <ul style="list-style-type: none"> <li>• Develop an effective digital recruitment marketing strategy</li> <li>• Determine channels and tactics that are most effective in reaching, attracting and delivering professionals with targeted skills and competencies</li> <li>• Work closely with Sourcing Managers and Resourcing Advisors to understand demand and supply</li> <li>• Design, plan and manage recruitment events on digital channels</li> <li>• Engage our Returned Volunteer network to share their VSO experience on identified channels, follow VSO, share open and upcoming jobs with their networks</li> <li>• Drive suitable applicants to open jobs/pipeline/talent pool</li> <li>• Support other recruitment events</li> <li>• Track, measure and report on key recruitment marketing metrics monthly</li> </ul> <p><b>Brand Awareness</b></p> <ul style="list-style-type: none"> <li>• Work with VSO Communications team to build brand awareness on identified channels</li> </ul> <p><b>Capacity Building</b></p> <ul style="list-style-type: none"> <li>• Research digital recruitment marketing and advertising trends</li> <li>• Train, mentor and coach the Africa Resourcing team to build the team’s capacity on digital recruitment marketing</li> <li>• Train Resourcing Advisors on new ways to improve candidate experience and engagement</li> </ul> |  | <p><b>Essential Skills, Knowledge and Experience</b></p> <p>Bachelor’s degree in Human Resources, Marketing, PR or similar relevant field</p> <p>Experience in one or more of the following</p> <ul style="list-style-type: none"> <li>• Recruitment Marketing</li> <li>• Digital Marketing or Advertising</li> <li>• Human Resources</li> <li>• Communication/PR</li> </ul> <p>In-depth knowledge of the digital recruitment marketing space and branding strategies</p> <p>Good understanding of recruitment processes in an international context or within a complex organisation.</p> <p>Ability to track, measure, analyse and report on recruitment marketing metrics</p> <p>Previous experience using an applicant tracking system</p> <p>Outstanding organisational and time management skills</p> <p>Excellent oral and written communication</p> <p>Good facilitation/training skills</p> <p>Excellent interpersonal skills and confidence to deal with people at all levels</p> <p>Ability to multitask and prioritise daily workload</p> <p>Creative thinking and proactive problem solving skills</p> <p>Ability to build strong working relationships across a complex organisation and with external stakeholders.</p> <p>Flexibility in terms of work priorities and response to change</p> |                      |