



## Recruitment Marketing Specialist

### Position Overview

Our client, **The Marketing Collective**, based in Cincinnati, OH is a traditional and digital marketing firm focused on smart strategy combined with targeted creative and flawless execution. Their team is comprised of top industry professionals including senior-level strategists, designers, copywriters, content specialists, and project managers, forming a small yet highly accomplished group.

As a result of growth, they are currently seeking to add a Recruitment Marketing Specialist to their remote team. This role will play a pivotal role in collaborating closely with a top-notch client, collaborating with their SVP of Human Resources and Talent A Team to drive Talent efforts and enhance their employment brand.

In this role, you'll have the flexibility of remote work (with some travel to client locations in Texas, Florida, and Ohio) a collaborative, dynamic work environment, and an excellent compensation. If you are a strategic and seasoned marketing professional, with a background in supporting talent acquisition strategies, seeking to become part of an outstanding team, Let's chat!

### Key Responsibilities

- Develop and implement comprehensive recruitment campaigns to attract top talent across various channels, including social media, job boards, career fairs, and networking events.
- Collaborate with the Talent Acquisition team to identify key talent needs and tailor recruitment strategies to meet organizational objectives.
- Maintain consistent messaging and branding across all recruitment materials, including job postings, career site content, employer branding collateral, and employee communications.
- Partner with your Marketing colleagues to leverage brand assets and messaging to enhance the organization's employer brand reputation and differentiate us as an employer of choice.
- Monitor industry trends and best practices in employment branding and recruitment marketing to continuously optimize strategies and stay ahead of the competition.
- Support HR communication initiatives related to employee engagement, retention, and talent development, including onboarding programs, employee recognition, and employer value proposition (EVP) initiatives.
- Contribute to the creation of a "people first" social media strategy.

### Requirements

- Bachelor's degree in Marketing, Communications, or a related field.
- 3+ years of experience in brand management; experience in recruitment marketing, and employer branding is a must.
- 3+ years of digital marketing channels, including SEO, SEM, social media, email marketing, and content marketing; LinkedIn Marketing a plus.
- 3+ years of project management with a successful track record of completing projects on time and on-budget.
- Strong understanding of marketing principles and their application to employer branding and recruitment marketing strategies.

### Desired Attributes

- Strategic thinker with a creative mindset and a passion for storytelling and brand-building
- Self-motivated, disciplined, detail-oriented, and takes initiative
- Excellent interpersonal and client-relationship skills
- Excellent written and verbal communication skills with the ability to craft compelling messaging tailored to diverse audiences and channels
- Collaborative team player with the ability to build relationships and influence stakeholders

### Important to Note

**In this 1099 contract position, it's important to note that it falls outside the scope of traditional employment, meaning we do not provide standard benefits typically associated with full-time or part-time positions. Instead, compensation and terms will be governed by the terms of the contract agreement.**

**A Slice of HR is working with the Marketing Collective on a retained search basis. If you meet the qualifications and want to join this team of talented individuals, please send your resume to [tiesha@asliceofhr.com](mailto:tiesha@asliceofhr.com).**