

UW HEALTH POSITION DESCRIPTION

POSITION SPECIFICS			
Title: Recruitment Social Media Coordinator		Department/Number: 63070	
Reports to: Director, Recruitment			
Job Code: 350025	FLSA Status: Exempt		
Manager Approval: K Kunz	Date: February 10, 2016	HR Approval: C Richard	Date: February 10, 2016
POSITION SUMMARY			
<p>Under general direction of the Director, Recruitment, the Recruitment Social Media Coordinator is responsible for developing and implementing comprehensive marketing and advertising strategies and supporting recruitment plans to that achieve recruitment goals through a variety of advertising and social media channels. Recruitment Social Media Coordinator will be responsible for creating a UW Health Careers Brand through traditional and non-traditional recruitment marketing channels. As a part of successfully achieving these goals, the incumbent manages the recruitment advertising budget. The incumbent collaborates with Public Affairs, other Recruitment team members, the Career Pathways team, and operational leaders to meet organizational recruitment and pathways goals. .</p> <p>The incumbent will act as a consultant and advisor to peers in Recruitment on advertising and social media strategies and will assist team-members in creating recruitment plans and measuring the outcomes against pre-established goals.</p> <p>The Recruitment Social Media Coordinator will advise on, research, negotiate and implement contracts and strategies with advertising and social media vendors. The Recruitment Social Media Coordinator will be responsible for managing UW Health Careers social media accounts. The Recruitment Social Media Coordinator builds the strong online presence of the organization and gains the positive feeling about the approach of the organization as an employer. The Recruitment Social Media Coordinator follows the organizational strategy and HR Strategy to aid in creating the appropriate recruitment strategy. Additionally, the Recruitment Social Media Coordinator creates special comprehensive social media strategy, which is aligned with the marketing communication of the company set by the direction of UW Health Recruitment and UW Health Public Affairs departments. .</p> <p>The Recruitment Social Media Coordinator builds the competitive advantage of the organization in important online niches and increases the probability of hiring key job positions using the social media recruitment and other recruitment advertising vehicles.</p> <p>The Recruitment Social Media Coordinator works independently and therefore must be self-motivated in developing appropriate recruitment marketing strategies.</p> <p>The incumbent will work with a minimum of supervision and is expected to push hard to meet and exceed goals. The Recruitment Social Media Coordinator will be expected to understand and use quality principles and tools in managing his/her own work systems and processes.</p>			
MAJOR RESPONSIBILITIES			
<ol style="list-style-type: none"> 1. Create and manage UW Health's recruitment social media presence, manage recruitment marketing campaigns and day-to-day activities 2. Create relevant content to reach our target audience and post on all venues on a regular, defined schedule and frequency 3. Monitor, listen and respond to users in a "social" way; Collaborate with internal subject matter experts to compile responses as needed 4. Develop and expand community and/or blogger outreach efforts 5. Be an expert in online candidate sourcing through websites such as ZoomInfo, LinkedIn, Twitter, etc. Train Recruitment team members to effectively source passive candidates using these online vehicles 6. Collaborate with Public Affairs to gain visual work products required for social media messaging (e.g., Facebook timeline cover images, profile images, thumbnails, ads, landing pages, Twitter profile, and blog imagery) 7. Compile report for management showing results (ROI) and engagement with social media messaging 8. Design, create and manage promotions and Facebook ad campaigns 9. Become an advocate for UW Health Careers in social media spaces, engaging in dialogues and answering questions where appropriate 10. Implement a proactive strategy for capturing customer online reviews; monitor online ratings and respond accordingly 11. Monitor trends in social media tools, applications, channels, design and strategy; develop strategic and innovative suggestions on how we apply these trends 12. Mentor and coach contributors to social media 13. Evaluate the risks and opportunities in user-generated content and report to management as appropriate 14. Promote and educate UW Health Recruitment staff about the importance and role of social media as well as pitfalls and how to avoid them 15. Conduct educational sessions as needed on various social media sites 16. Provide input and consultation to Recruiters wishing to engage in social media to reach a specific audience 17. Set goals and track performance of social media activities; use social media monitoring tools and Google Analytics to analyze data on traffic, conversions and other key performance indicators; prepare reports to update internal staff on 			

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- usage statistics
18. Monitor effective benchmarks for measuring the impact of social media programs; analyze, review and report on effectiveness of campaigns in an effort to maximize results
 19. Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising the social media campaigns
 20. Coordinate the strategic development of tools for online community building with our prospective and current employees; participate in evaluation of solutions to help develop UW Health Recruitment online communities
 21. Explores important recruitment marketing niches
 22. Finds important communication and discussions to increase the online Recruitment brand presence of the organization
 23. Engages UW Health Careers into the social media communication
 24. Builds the strong internal network of contributors into discussions aligned with the social media strategy
 25. Advises HR Recruiters in posting right job vacancies
 26. Measures the social media and advertising channel performance
 27. Use Social Media to promote new jobs and communicate the positives of working for company
 28. Use Social Media to answer follower questions about working for, or applying to jobs
 29. Maintain Social Media accounts by writing/posting content such as links, videos and pictures of workplace
 30. Manage online and print ads for specific job postings
 31. Write content for company recruiting blog on topics such as job search advice, best practices for applying, what's it like to work there, etc.
 32. Alter job descriptions to better market job opportunities
 33. Source candidates through online tools such as LinkedIn, ZoomInfo, Twitter,
 34. Manage multiple projects, consistently meeting deadlines as determined during regular planning sessions
 35. Participate in research activities and maintain competitive site analysis and best of practice repository, routinely updating Recruitment staff on new site products, features and functionality
 36. Conduct other research as necessary to stay abreast of the competitive local, regional and national landscape for social media related to Recruitment and Career Pathways

All duties and requirements must be performed consistent with the UW Health Service and Performance Standards.

POSITION REQUIREMENTS

Education	Minimum	Bachelor's degree from an accredited institution in Marketing, Human Resources, Journalism, English or communications field or the equivalent in course work and progressive work experience
	Preferred	
Work Experience	Minimum	A minimum of three (3) years experience in marketing, communications, recruitment, or advertising fields; experience managing communications projects and strategies; Specific experience in managing social media platforms for a corporation or non-profit organization
	Preferred	
Licenses & Certifications	Minimum	
	Preferred	
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> • Demonstrated excellence in written and verbal communication skills. • Demonstrated ability to develop and manage recruitment marketing strategies and recruitment advertising budget • Ability to identify and analyze customer needs and translate them into innovative and effective solutions. • Ability to prioritize and organize work. • Possesses knowledge and experience in the tenets of traditional marketing • Demonstrates creativity and documented immersion in social media (please provide links in resume to social profiles as examples) • Proficient in content marketing theory and application; Experience sourcing and managing content development and publishing • Familiar with traditional recruitment marketing vehicles • Exhibits the ability to jump from the creative side of marketing to the analytical side, and the ability to demonstrate why their ideas are analytically sound • Displays in-depth knowledge and understanding of social media platforms and their respective participants (e.g., Facebook, LinkedIn, Twitter, Yelp, Google+Local, YouTube, Instagram, Snapchat, Pinterest, etc.) and how each platform can be deployed in different scenarios. • A working knowledge of the blogging ecosystem relevant to health care

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	<ul style="list-style-type: none"> • Ability to effectively communicate information and ideas in a variety of formats (e.g., written, video, etc.) • Acts as a team player with the confidence to take the lead and guide other employees when necessary (e.g., content development and editing, and online reputation management) • Technically savvy, with the ability to quickly pick up and understand new tools and technologies • Maintains a working knowledge of principles of search engine optimization (SEO), including keyword research; Highly knowledgeable in the principles of "Search and Social" • Demonstrates winning social customer service techniques; ability to • identify potential negative or crisis situations and apply conflict resolution principles mitigate issues • Functional knowledge and/or personal experience with WordPress and/or other blogging platforms
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PHYSICAL REQUIREMENTS

Indicate the appropriate physical requirements of this job in the course of a shift. *Note: reasonable accommodations may be made available for individuals with disabilities to perform the essential functions of this position.*

Physical Demand Level		Occasional Up to 33% of the time	Frequent 34%-66% of the time	Constant 67%-100% of the time
X	Sedentary: Ability to lift up to 10 pounds maximum and occasionally lifting and/or carrying such articles as dockets, ledgers and small tools. Although a sedentary job is defined as one, which involves sitting, a certain amount of walking and standing is often necessary in carrying out job duties. Jobs are sedentary if walking and standing are required only occasionally and other sedentary criteria are met.	Up to 10#	Negligible	Negligible
	Light: Ability to lift up to 20 pounds maximum with frequent lifting and/or carrying of objects weighing up to 10 pounds. Even though the weight lifted may only be a negligible amount, a job is in this category when it requires walking or standing to a significant degree.	Up to 20#	Up to 10# or requires significant walking or standing, or requires pushing/pulling of arm/leg controls	Negligible or constant push/pull of items of negligible weight
	Medium: Ability to lift up to 50 pounds maximum with frequent lifting and/or carrying objects weighing up to 25 pounds.	20-50#	10-25#	Negligible-10#
	Heavy: Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.	50-100#	25-50#	10-20#
	Very Heavy: Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.	Over 100#	Over 50#	Over 20#
List any other physical requirements or bona fide occupational qualifications:		•		

Work/Environmental: Moderate noise level consistent with an office environment

Note: The purpose of this document is to describe the general nature and level of work performed by personnel so classified; it is not intended to serve as an inclusive list of all responsibilities associated with this position.