

Job Specification

JOB TITLE:	Recruitment Marketing Executive
DIVISION:	Business Development & Marketing, Business Services
LOCATION:	Aberdeen
HOURS:	Full Time
RESPONSIBLE TO:	Marketing Manager
PURPOSE:	To create and deliver marketing campaigns to attract, engage and recruit talent to join the firm. This role will also focus on promoting the Burness Paull brand, both internally and externally to showcase life at the firm.

1. Main duties and responsibilities:

- Create and deliver marketing recruitment campaigns and content, including job adverts/ posts/ video/ social media to achieve our recruitment goals.
- Identify and utilise the best channels to reach our target audience for recruitment campaign activity.
- Identify opportunities and develop content to promote employer brand initiatives and collaborate with BD&M/ other teams across the firm to coordinate and repurpose suitable content to support recruitment objectives e.g. responsible business (inclusion & wellbeing, Foundation, environment) and division-led initiatives to showcase both a “human” and “high performing” culture.
- Write recruitment campaign content and job posts, highlighting key messaging.
- Work closely with the design team and their external agencies to produce new creative assets including imagery/ video/ social media.
- Responsibility for Careers website pages including writing and editing new content and ensuring it is up to date, relevant and supports all current recruitment campaigns.

- Improve internal awareness of and engagement with recruitment initiatives to encourage referrals.
- Work with the recruitment and marketing teams on recruitment award entries.
- Identify key measurables and monitor, analyse, report on trends/data from all campaigns and activity to improve performance and create awareness.
- Stay up-to-date with industry trends and best practices in recruitment marketing and employer branding to shape future recruitment strategies.
- Support the graduate recruitment team with relevant content to support their annual programme of activity.

2. Person specification:

- Track record of developing and delivering marketing campaigns.
- Ability to collaborate effectively with multiple teams across the firm.
- Strong communication/ writing skills while understanding the language of our target audiences.
- Strong analytics skills, with the ability to translate data/ KPIs into insights.
- Excellent project management and organisational skills.
- Capable of working to tight deadlines with multiple stakeholders
- Personable, proactive, and a 'can-do' problem solver.

This job specification is written as an indication of the nature and scope of duties and responsibilities. It is not intended as a fully descriptive or definitive list and job holders will be expected to carry out other duties assigned which are appropriate to the position. The duties as described may be altered as necessary by the firm.