

## Job Description

**Job Title:** Coordinator of Recruitment & Marketing

**Supervisor:** Supervisor of Employment Services

**Pay Grade:** 40

**Job Classification:** Exempt

**Contract Length:** 245 Days

### Job Summary

Position is responsible for developing, organizing, articulating, executing and monitoring a strategic recruitment and retention plan that includes talent acquisition, selection and onboarding to ensure adequate staffing with highly qualified staff.

### Essential Duties

1. Assists with analyzing the hiring, retention, and termination trend data to identify future hiring needs to develop and implement a recruitment and retention strategy with a strong focus on the recruitment of diverse teachers.
2. Assist with both short and long-range planning and implementation for the improvement of the recruitment and retention strategic plan and processes.
3. Enhances principals' abilities to effectively manage human capital within their schools by providing human resources data, related training, coaching, and best practices associated with recruitment, selection, hiring, and retention of staff that will allow principals to more effectively manage human capital issues within their schools.
4. Establishes outreach and communications protocols and procedures to engage new teachers and support staff.
5. Assists in the development of recruitment marketing and branding materials. Works with communications department to create or edit social media and website content, maximize visual interest, and ensures all publications and public messaging conforms to branding standards.
6. Responsible for maintaining partnerships with external job boards and manages advertisements for active job postings.
7. Engages with current staff to identify opportunities for creative recruitment for hard-to-fill positions to include the coordination and maintenance of retention and exit interviews.
8. Plans, organizes, and attends external recruitment trips and activities.
9. Coordinates on site NNPS job fairs and assists with the leadership and coordination of New Teacher Welcome Week.
10. Provides information to applicants and maintains a current knowledge of school division facilities and programs, job opportunities, incentives, benefits, compensation and duties/qualifications of jobs.
11. Reviews employment applications and evaluates the work history, education, job skills, and other qualifications of applicants to determine their eligibility for employment.
12. Corresponds with job applicants to notify them of employment consideration.
13. Conducts screening interviews, documents information acquired from the interview, and refers qualified applicants to school principals/administrators for further consideration.
14. Extends employment offers and makes recommendations to Employment Coordinator.
15. Ensures that activities performed comply with state and federal employment laws to include EEO, ADA, & FLSA regulations.
16. Builds a candidate pipeline by creating new partnerships and supporting existing relationships with local, state, and regional organizations, institutions of higher education, military agencies, and local businesses.
17. Plans and executes a year-long onboarding experience for new hires throughout their first year to monitor satisfaction and connect to available support as needed to enhance the retention of staff.
18. Performs exit and stay interviews in an effort to gather data, analyze and plan solutions for retention. Make recommendations to leadership.
19. Models nondiscriminatory practices in all activities.

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

**Other Duties:**

1. Performs any other related duties as assigned by the Supervisor or other appropriate administrators.

**Job Specifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodation may be made to enable individuals with disabilities, who are otherwise qualified, to perform the essential functions.

**Minimum Qualifications (Knowledge, Skills and/or Abilities Required)**

Must possess a Bachelor's degree in education, marketing, business, human resources, or a related field with some experience in a related human resources position. Must possess knowledge of the principles, practices, and current issues involved with conducting recruitment and staffing initiatives. Knowledge of staffing strategies involving educational positions preferred. Must possess a thorough knowledge of state and federal employment laws to include EEO, ADA, and FLSA regulations. Must possess excellent employment interviewing strategies and techniques. Must possess the ability to conduct employment interviews and effectively evaluate the qualifications of candidates. **Must be willing to travel frequently on recruiting assignments.** Must possess excellent interpersonal and communication skills. Must possess the ability to utilize the business community for developing incentive packages. Must be proficient in Microsoft Word and Access. Must possess the ability to establish and maintain effective working relationships with school administrators, applicants, and the public.

**Working Conditions & Physical Requirements**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions. Must have the ability to sit and stand for extended periods of time; exhibit manual dexterity to dial a telephone, to enter data into a computer terminal; to see and read a computer screen and printed material with or without vision aids; hear and understand speech at normal levels; speak in audible tones so that others may understand; physical agility to lift up to 25 pounds to shoulder height; to bend, stoop, climb stairs, walk and reach overhead.

**Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Duties are normally performed in an office environment. The noise level in the work environment is usually moderate.

**Supervision Exercised:** None

**Supervision Received:** Supervisor of Employment Services

*This job description in no way states or implies that these are the only duties to be performed by this employee. The Coordinator of Recruitment & Marketing will be required to follow any other instructions and to perform any other related duties as assigned by the Supervisor of Employment Services or appropriate administrator. Newport News Public Schools reserves the right to update, revise or change this job description and related duties at any time.*

**Approvals:**

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Supervisor

Date

**I acknowledge that I have received and read this job description.**

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Employee Name (Print)

Signature

Date

08/2025