

## **JOB DESCRIPTION**

**JOB TITLE:** Recruitment Marketing & Skills Manager  
**RESPONSIBLE TO:** Advantage South West & PATOG Members  
**LINE MANAGER:** Head of HR - ??

### **OVERALL PURPOSE AND RESPONSIBILITIES:**

- 1 To increase the visibility of Housing as a 'sector of choice' in the recruitment market
- 2 To improve engagement with education providers and promote the Housing sector's requirements
- 3 To develop efficiencies and effectiveness through shared training & development programmes to the ASW & PATOG Membership
- 4 There is responsibility for a budget of £XXXXX. There are no direct reports, however, there is responsibility to establish good working relationships with the key HR representatives of the ASW & PATOG Membership.

### **SPECIFIC RESPONSIBILITIES:**

- 1 Through the use of social & digital marketing tools look to increase the Housing sector's visibility as a destination sector or 'sector of choice' with the management of social marketing
- 2 Identify and keep under review the 'brand' offering of the SW Housing Sector and its unique selling points and develop a marketing strategy
- 3 Establish a single housing recruitment signposting website/portal for promoting jobs within the SW Housing Sector
- 4 Create a SW Housing Sector 'brand' identity to share with ASW & PATOG Member HR Teams to supplement existing good practice and promote a consistent message at careers fairs and recruitment events
- 5 Identify and target key, high profile recruitment events/portals/methods to promote the Housing sector
- 5 Establish and manage links to target key educational and other sources of potential candidates to promote the Housing sector

- 6 Research with ASW & PATOG Members the skills gaps and future skills requirements for their businesses and the sector. Understand their learning & development requirements and barriers
- 7 Build relationships with key educational and other training providers and fully understand all the programmes of study on offer. Identifying any gaps between what training providers are offering and what individual businesses and the sector require. Understand how best to input into developing the training provided by the providers
- 8 Create a mechanism for sharing the training data with the ASW & PATOG Members
- 9 Research, develop and co-ordinate opportunities for the ASW & PATOG Members to collaborate and gain efficiencies and effectiveness through shared training opportunities
- 10 Look to provide advice and support to ASW & PATOG Member organisations to maximise their apprenticeship levy as creatively as possible
- 11 Support the ASW & PATOG Members with redeployment opportunities in the event of redundancies
- 12 Develop opportunities for managing undergraduate/graduate placements or rotations amongst ASW & PATOG Members

**GENERAL:**

1. The post-holder will be expected to comply with the policies, procedures and initiatives in its host manager's organisation; in particular, equality and diversity, health and safety and safeguarding.
2. The post-holder will be expected to promote Advantage South West in a positive manner at all times and be a great Ambassador for the Housing Sector.
3. The post-holder is expected to be proactive in identifying how services can be improved and seeking authority to implement changes which benefit Advantage South West and its partners.

**No job description can cover every issue which may arise within the post and the post-holder is expected to carry out other duties from time to time which are broadly consistent with those in the document.**

**I accept that this job description is a fair description of the job I have applied for.**

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

**Print:** \_\_\_\_\_