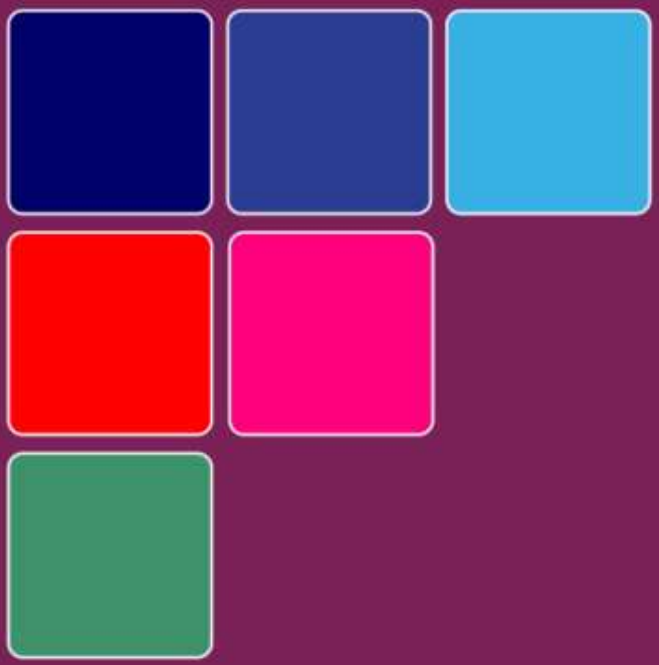
Talent & Engagement Officer



Dudley Metropolitan Borough Council

Working as One Council in
the historic capital of the Black Country

DMBC Operating Model 2024 - Vision:

A community-focused, financially resilient, collaborative, and sustainable council delivering the services required to support and meet the essential needs of residents, businesses, and the local economy.
Case for Change July 2024

Our Values:

Our values describe what we stand for and how we operate, and we expect our values to be lived and role-modelled throughout our organisation.



Job Description

Job Title:	Talent & Engagement Officer
Grade/Salary:	Grade 8
Reports to:	Resourcing Admin Manager
Post Number:	SC063

Role Purpose:

To develop and deliver innovative marketing, attraction and talent engagement campaigns that support the recruitment and retention of high-quality employees across Children's Services.

The postholder will work closely with managers, advertising partners, HR and other internal stakeholders to attract high-quality candidates and support the delivery of the Council's workforce strategy.

The role will also have responsibility for promoting employment opportunities through social media and other attraction channels, enhancing the Council's employer brand and increasing engagement with potential applicants.

Specific Responsibilities:

Recruitment Marketing

- Design and implement recruitment marketing campaigns to attract diverse and talented candidates.
- Produce engaging content for social media, websites, job boards, careers pages and other digital channels.
- Develop targeted attraction campaigns for hard-to-fill roles.
- Coordinate recruitment campaigns across a range of service areas.
- Monitor labour market trends and recommend innovative recruitment solutions.
- Work with Communications & Public Affairs Team, HR and ICT to support the development of marketing materials including digital content, Case Studies and Employee Stories
- Support the development and promotion of the Children and Young People's Services employer brand.
- Promote apprenticeships, graduate opportunities and career pathways.
- Attend recruitment fairs, community events and careers exhibitions.

Advertising and Stakeholder Liaison

- Build and maintain positive working relationships with Universities, Colleges, training providers, recruitment advertising agencies and media providers.
- Coordinate vacancy advertising across multiple platforms.
- Negotiate advertising placements and monitor expenditure against budgets.
- Review advertising performance and recommend the most effective recruitment channels.
- Work collaboratively with communications and marketing teams to maximise vacancy reach.
- Liaise with external suppliers regarding recruitment advertising, social media campaigns and employer branding initiatives.

Data Management and Reporting

- Contribute to the review, development and implementation of recruitment and talent attraction strategies to address workforce shortages, hard-to-fill vacancies and future workforce requirements
- Analyse workforce trends, labour market intelligence and recruitment performance data to produce workforce planning recommendations for Directors and Senior Leaders.
- Maintain accurate recruitment data and management information.
- To report and present findings on recruitment performance reports, workforce intelligence and improvement recommendations to senior leadership teams, transformation boards and workforce governance groups
- Produce regular reports on recruitment activity, advertising outcomes and candidate attraction metrics.
- Monitor key performance indicators such as time-to-hire, application volumes and source of candidates.

Recruitment Coordination and Support

- Liaise with recruiting managers to ensure vacancies progress efficiently and within agreed timescales.
- Write and publish vacancy advertisements on recruitment systems, websites and external job boards.
- Provide guidance to applicants regarding vacancies, application processes and recruitment timelines.
- Arrange and attend interviews, assessment centres and recruitment events.
- Ensure recruitment activity complies with employment legislation, Council governance, policies and equality requirements.
- Liaise closely with the HR Resourcing team to ensure candidates timely progression through the Council recruitment process and that recruitment takes place within existing Council policy and procedures.
- Provide day-to-day line management, supervision and support to Recruitment Officer(s), ensuring the delivery of a high-quality, customer-focused recruitment service.

Candidate Experience

- Deliver a professional and welcoming service to all prospective employees.
- Ensure candidates receive regular communication and a positive recruitment experience.
- Promote diversity, equality and inclusion throughout all recruitment activities.
- Gather candidate feedback and identify opportunities to improve recruitment processes.

Key Responsibilities:

- To be accountable for and promote equality, diversity and community cohesion to meet Group, Department and Function objectives. All employees have a responsibility not only for their own behaviour, but also for others regarding equality of opportunity. Any incident must be reported.

- To participate in a Performance Review and Development meeting and undertake a plan of training where necessary. Develop his/her own skills and expertise in a professional manner.

- In addition to all the responsibilities listed above, all employees must be flexible in their approach and undertake other duties that are commensurate with post holder's level, wherever they may be, to achieve the objectives of the Group.

- To represent the Council and Group in a professional manner meeting the Corporate and Group aims. To comply with Group and Corporate policies.

- If appropriate to be responsible for the recruitment and performance management of designated teams and individuals in accordance with Corporate and Group aims and management style.

- To comply with the council's financial regulation and standing orders

- To actively promote Dudley's commitment to safeguarding and promoting the welfare of children, young people and vulnerable adults at a level appropriate to this group.

- Employees must comply with health and safety legislation and will be required to comply with the Council's Health and Safety Policies. All employees must ensure that they take reasonable care of their own health and safety as well as the health and safety of any person that is affected by their actions.

- To be responsible for adhering to legislative requirements and Council Policies and Procedures including, but not exclusively health & safety, Data Protection and Internet/Email use.

Special Conditions:

This post is subject to the DBS checking process *(delete if not applicable)*

Driving Licence will be subject to checking with the DVLA. It is a council requirement to have Business Use Car Insurance and a valid MOT certificate (For cars over 3 years old) *(delete if not applicable)*

The post holder is required to work onsite 3 days per week

Prepared by:	HR Business Partner
Date:	September 2026

Person Specification

Essential criteria:

Qualifications and Experience		Application form	Technical assessment	Interview
1.	Experience of working within a busy office environment.			
2.	Experience of coordinating recruitment or human resources processes.			
3.	Experience of providing excellent customer service			
4.	Experience of using Microsoft Office applications.			
5.	Experience of managing multiple priorities and deadlines			
6.	Experience of communicating professionally with a range of internal and external stakeholders			
7.	Experience of recruitment marketing and attraction campaigns			
8.	Experience of working with recruitment systems and applicant tracking software			
9.	Experience of supervising or line managing staff, including workload management, performance monitoring and employee development			
10.	Relevant Degree (or equivalent professional qualification) or be able to demonstrate an equivalent level of knowledge			
11.	GCSE English and Mathematics (Grade C/4 or above) or equivalent			
12.	Evidence of continuing professional development.			
Skills and abilities				
13.	Proven commitment to public service and the ability to champion equality, diversity and inclusion and embedding these as core values			
14.	Excellent communication and interpersonal skills			

15.	Strong organisational and planning skills			
16.	Ability to build positive relationships with candidates, managers and external partners			
17.	Ability to create engaging written content for digital platforms			
18.	Strong attention to detail and accuracy			
19.	Good analytical and reporting skills			
20.	Ability to handle confidential information sensitively and professionally			
21.	Strong customer-focused approach			