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| **ROLE Title:** | **talent attraction & Employer branding lead** | **DAte:** | April 2025 |
| **GRADE:** | D | **Business Unit:** | HR Operations / Resourcing  |
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| **Role** | Key Responsibilities: | **Skills / Knowledge / Experience:** | **Competencies / Values** |
| **Role Purpose**:The Employer Brand Lead is responsible for shaping and executing the RAC employer brand strategy to attract top talent while reflecting the company’s values, culture and unique selling points. This role will focus on creating compelling content, optimising online platforms and driving impactful recruitment marketing campaigns. By partnering with key stakeholders and a digital agency, this position ensures the company’s employer brand resonates with potential candidates and enhances the company's reputation as an employer of choice.**Role Dimension:****Financial****Budget Oversight**: While managing recruitment marketing and Glassdoor strategies, the Employer Brand Lead will work closely with the digital agency to ensure efficient use of marketing spend. The role also involves assessing the cost-effectiveness of campaigns to ensure that recruitment budgets are spent optimally.**Campaign ROI**: The role will directly influence recruitment marketing return on investment (ROI) by measuring the success of campaigns, optimising spend, and enhancing the company’s online reputation for improved talent attraction.**Non-Financial:****Brand Awareness**: The Employer Brand Lead will contribute to building a stronger employer brand through social media, content creation, and external communications, ensuring the company’s values, culture, and career opportunities are clearly communicated.**Talent Attraction**: By leveraging employer branding strategies, the role will focus on attracting high-quality candidates to the organisation, impacting the overall talent acquisition pipeline and recruitment success.**Collaboration**: The Employer Brand Lead will work closely with Talent Acquisition, HR, and the marketing agency to ensure alignment between recruitment goals and branding strategies.**Reports to:** Head of Talent Acquisition**Relationships****Internal:*** All HR colleagues within both change and service operations
* Marketing teams
* Recruitment team including non-Direct Reports
* SLT

**External:**Third party partners, vendors and suppliers, (including recruitment advertising providers, jobs boards and applicant tracking system provider).  | **Employer Brand Strategy Development**: Design and implement an employer brand strategy that aligns with business objectives, improving the company’s standing as an employer of choice.**Content Creation & Social Media Management**: Oversee and schedule content for social media platforms (LinkedIn, Instagram, etc.) to ensure consistent messaging that reflects the company’s culture and values.**Glassdoor Strategy Ownership**: Manage and optimise the company's Glassdoor profile to enhance the company’s employer reputation and attract top talent.**Recruitment Marketing Optimisation**: Drive effective recruitment marketing strategies and manage recruitment marketing spend.**Collaboration with Talent Acquisition**: Partner with the Talent Acquisition team to integrate employer branding into recruitment marketing, including both online and in-person events (career fairs, interviews, etc.).**Campaign Measurement & Analysis**: Monitor, analyse and report on the success of employer branding campaigns, continuously optimising strategies based on data insights.**Internal Stakeholder Engagement**: Collaborate with internal teams, such as HR, to ensure alignment between the employer brand strategy and the company's overall objectives. | **Experience in Employer Branding & Recruitment Marketing**: Proven track record in developing and executing employer brand strategies to attract top talent.**Social Media & Content Management**: Strong ability to manage social media content and create engaging posts aligned with brand values.**Glassdoor & Reputation Management**: Experience optimising Glassdoor profiles to enhance the company’s employer reputation.**Digital Campaign Optimisation**: Data-driven approach to managing and optimising recruitment marketing campaigns for maximum ROI.**Project Management**: Excellent organisational skills to manage multiple initiatives and meet deadlines.**Collaboration**: Ability to work cross-functionally with HR, Talent Acquisition, and marketing teams.**Analytical Skills**: Strong ability to analyse campaign data and adjust strategies for improved results.**Creative Content Creation**: Ability to produce compelling content that showcases company culture and values. | **Competencies** * Achievement Drive - 3
* Building Relationships - 4
* Interpersonal & Influencing Skills - 3
* Judgement & Decision-Making - 4
* Leadership - 4
* Strategic Thinking - 3
* Team Working - 4

Values:Handle it Together I care about our impact on others and I do the right thing by acting with integrity and being fair. I share ideas and work across functions to achieve the best results for the business. I demonstrate the courage to positively challenge othersExceptional ServiceI keep the best interests of our Customers and Colleagues at the heart of everything I do. I go the extra mile to enhance our customer's experience, both internally and externally – delivering excellent results and service, every time. I understand the business strategy and make sure our work supports our goals. Raise the BarI'm driven and ambitious to be the best I can be and always look for ways to improve. I challenge myself and others to do better every time and set stretching targets.I never stop learning – actively seeking ideas and opinions from other people, learning from my mistakes and sharing my learnings with other Own ItI lead by example – I do what I say I will and take ownership of issues and solutions. I'm trusted to be part of the solution and achieve the right outcomes for Customers and Colleagues. I'm passionate and committed to positive difference |