Job Title: Recruiter Enablement Manager

Reporting to: Talent Acquisition Director

Location: [Insert Location]

Job Description:

You will play a pivotal role in empowering our recruiting team to be more productive, efficient, and successful in their roles. Reporting to the Talent Acquisition Director, you will be responsible for driving various initiatives aimed at equipping recruiters with the tools, resources and knowledge necessary to excel in their positions. Your focus will encompass the delivery of the recruitment marketing, recruitment operations, recruiter learning and tools our recruiters need to accomplish their tasks successfully. To succeed, you will own the central management of our recruiter enablement workspace and continuously analyse usage and develop ways to enhance performance.

Responsibilities:

Marketing:

-   Develop and implement marketing strategies to enhance recruiter outreach and engagement.
-   Create compelling AI images, brand adverts, and social media posts to attract top talent.
-   Curate colleague stories and recruiter success stories to showcase the company culture and attract potential candidates.
-   Develop content scoring mechanisms to assess the effectiveness of recruitment content.
-   Craft persuasive email copy, job adverts, landing page copy, and objection handling materials.
-   Define and refine employee value propositions (EVPs) to resonate with target candidates.
-   Develop personas to guide recruitment strategies and tailor messaging effectively.
-   Facilitate social media outreach and manage social media channels to amplify recruitment efforts.
-   Develop and maintain marketing and brand templates to uphold brand identity and standards.
-   Manage language settings and ensure consistency across all recruitment materials.

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(N.B. if you already have a dedicated recruitment marketing team, the above will focus on the delivery of the assets for recruiters to use rather than the development of those assets)

Operations:

- Enable agencies with necessary resources and information to support recruitment efforts.
- Empower candidates with insights and guidance throughout the recruitment process.
- Coordinate candidate interviews and offer processes to ensure a seamless candidate experience.
- Provide hiring managers with the tools and knowledge needed to engage in the recruitment process effectively.
- Conduct kick-off meetings to align stakeholders and set recruitment objectives.
- Develop and maintain recruitment policies, processes, and requisition management protocols.

(N.B. if you already have a dedicated recruitment operations team, the above will focus on the delivery of the assets for recruiters to use rather than the development of those assets)

Learning:

- Create a team directory so it is easy for recruiters to find others in the team according to knowledge and expertise
- Provide facilities for recruiters to easily research jobs, companies, industries, trends, best practices, and emerging technologies to inform recruitment strategies.
- Facilitate talent acquisition onboarding programs to equip new hires with the skills and knowledge required for success.

(N.B. if you already have a dedicated recruiter learning team, the above will focus on the delivery of the assets for recruiters to use rather than the development of those assets)

Tools:

- Develop battle cards and provide training on their effective usage during recruitment activities.

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- Create and optimise Boolean builder tools for efficient candidate sourcing.
- Oversee recruiter desktop layout configurations and optimise GenAI prompt management for streamlined workflows.
- Prepare business cases to justify investments in recruitment initiatives and tools.
- Manage the tool marketplace to streamline internal resource sharing and collaboration

Analytics:

- Analyse recruitment assets, desktop usage, and workspace dynamics to optimise efficiency and performance.
- Provide insights through desktop and workspace analysis to improve recruiter productivity.

Success Metrics:

Recruitment Effectiveness:

- Time-to-Fill: Measure the average time taken to fill open positions from the requisition approval to candidate acceptance.
- Quality of Hire: Assess the performance and retention rates of hires made through recruitment efforts facilitated by the enablement manager.
- Candidate Satisfaction: Gather feedback from candidates regarding their experience during the recruitment process.
- Offer Acceptance Rate: Monitor the percentage of candidates who accept job offers extended to them.

Recruiter Productivity:

- Recruiter Time Allocation: Track the percentage of time recruiters spend on different activities such as sourcing, screening, and engaging with candidates.
- Recruitment Activity Metrics: Monitor the volume of job postings, candidate interactions, and interviews conducted by recruiters.
- Training Completion Rates: Measure the completion rates of training programs and resources provided to recruiters.

Stakeholder Satisfaction:

- Hiring Manager Satisfaction: Solicit feedback from hiring managers regarding the quality of candidates presented to them and the support received throughout the recruitment process.
- Agency Partner Feedback: Evaluate satisfaction levels of external agency partners regarding the resources and support provided by the enablement manager.
- Candidate Feedback on Hiring Manager Engagement: Collect feedback from candidates on their experience interacting with hiring managers during the recruitment process.

Overall Impact:

- Recruitment Cost Savings: Calculate the cost savings achieved through reduced reliance on external agencies or improvements in recruitment efficiency.
- Recruitment Marketing Reach: Measure the reach and engagement of recruitment marketing efforts through metrics such as social media impressions, click-through rates, and conversions.
- Employee Referral Rate: Track the percentage of hires made through employee referrals, indicating the effectiveness of internal networking and engagement initiatives.

Operational Efficiency:

- Process Improvement Metrics: Measure the time saved or efficiency gained through the implementation of new processes or tools.
- Utilisation of Enablement Resources: Monitor the usage rates of enablement resources such as crib sheets, battle cards, and marketing materials.

Learning and Development:

- Onboarding Success Rate: Measure the effectiveness of talent acquisition onboarding programs through indicators such as time-to-productivity for new hires and feedback from participants.
- Skill Improvement: Assess the skill development and proficiency levels of recruiters over time through assessments or performance evaluations.

These success metrics will help evaluate the impact of the Recruiter Enablement Manager in enhancing recruitment outcomes, improving recruiter productivity and fostering positive stakeholder relationships within the organisation.

Qualifications:

- Proven experience in talent acquisition, recruitment marketing, or enablement roles.
- Strong understanding of recruitment processes, tools, and technologies.
- Excellent communication and interpersonal skills.
- Demonstrated ability to manage multiple projects and stakeholders simultaneously.
- Analytical mindset with proficiency in data-driven decision-making.
- Creative thinking and problem-solving abilities.