



Director of Talent Attraction

General Purpose

The Director of Talent Attraction will execute the implementation of the marketing strategies that will lead to the attraction and retention of workers from other communities. Initial focus will be on individuals with strong ties to Jonesboro and the Region. This will assist in meeting the needs of current and future employers.

Main Responsibilities

- Develop and implement talent attraction campaign
- Develop and manage relationships with area universities and colleges
- Support employers in their talent attraction efforts
- Assist in the development of a talent attraction website
- Manage data related to talent attraction webpage
- Pilot LinkedIn social media campaigns targeting A-State alumni as well as others who attend college in Arkansas
- Develop and execute marketing efforts through all social media

Education and Experience

- Bachelor's degree from an accredited college or university required; degree in business, marketing, public relations, or related discipline preferred.
- Three years' experience business or related field preferred.

Key Competencies

- Strong written and verbal communication skills; the ability to build relationships with local employers and university leaders
- Results driven with the ability to present accurate work in a high pressure, fast-paced environment
- Professional attitude and the ability to maintain confidentiality
- Demonstrated ability to work independently and as a team player
- Demonstrates good judgement
- Some travel required.

To apply send your resumé to:
Talent@jonesborounlimited.com

For more information about Jonesboro Unlimited: www.jonesborounlimited.com