

DIRECTOR OF RECRUITMENT RCSD

Code No. 9-20-221
COMPETITIVE

DISTINGUISHING FEATURES OF THE CLASS: This position is responsible for ensuring the Rochester City School District (RCSD) staff has the capacity to identify, recruit and retain the most talented educators and staff that will meet the needs of the students and administrators. Duties involve working cross-functionally to design and implement effective recruitment strategies and comprehensive, year-round staffing initiatives, onboarding programs, and retention initiatives. The employee reports directly to, and works under the general supervision of a Senior Human Resources Director - RCSD or other higher-level staff member. General supervision is exercised over professional staff such as Assistant Personnel Analysts. Does related work as required.

TYPICAL WORK ACTIVITIES: (All need not be performed in a given position. Other related activities may be performed although not listed.)

Designs and develops with key stakeholders innovative outreach programs using diversity best practices in support of the Districts' strategic plan;

Directly manages, supports and evaluates for effectiveness the District's recruitment selection and retention of staff to and ensures they are effective and diverse;

Researches best practices for full-life cycle recruitment programs with a focus on diversity and inclusion;

Cultivates and grows a pipeline of qualified diverse candidates through networking and mining;

Collaborates with District leadership staff to design and implement a holistic, District-wide and diverse strategy to advance a climate of success-driven and inclusive employee acquisition and retention with a focus on career pipelines and opportunities;

Designs, implements and oversees the continual improvement process of higher leverage strategies for attracting, converting, and retaining a highly qualified and diverse staff;

Represents the District at formal and informal recruitment events including job fairs, information sessions, school visits and candidate forums;

Creates holistic marketing plan including annual calendars to advertise vacancies, perpetual openings and highlighting high needs areas to internal and external stakeholders consistent with RCSD's vision and brand;

Oversees the creation and implementation of social media strategies and website redesign and rebranding efforts in coordination with District communication standards;

Conducts program planning and develops policies to achieve strategic objectives in the management of civil service positions in the areas of employee relations, performance management, onboarding, compliance, labor management and interpretation of collective bargaining agreements and civil service laws;

Plans, develops and stewards affinity groups as part of a comprehensive retention strategy;
Oversees the establishment and cultivation of strategic partnerships with priority organizations and individuals who are instrumental in achieving recruitment and retention goals;

Designs and implements a data driven process to capture details from all recruitment endeavors in order to monitor effectiveness, ensure District strategies reflect the community it serves, and to drive future strategies;

Collaborates with staffing team to ensure vacancies and staffing in high need areas are met.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL

CHARACTERISTICS: Thorough knowledge of effective recruitment and retention techniques relating to school district educators, administrators, and support staff including civil service staff; thorough knowledge of effective outreach techniques and practices as they relate to communication activities; good knowledge of website and social media platform management; good knowledge of possible sources of potential candidates such as community and social organizations; good knowledge of New York State Civil Service Law; working knowledge of effective and qualified educator attributes; working knowledge of personnel administration; ability to analyze existing recruitment and retention procedures and policies, recognize procedural and policy defects, recommend and develop correction action, and plan, implement and monitor new and effective procedures, policies and work methods; ability to deal effectively with school district personnel; ability to gather and analyze data driven statistics, write reports and monitor recruitment and retention using an automated system; ability to utilize qualitative and quantitative data to improve programmatic outcomes; ability to tailor messages to audiences; supervisory ability; ability to communicate effectively orally and in writing; ability to present effective oral presentations to a variety of audiences; ability to establish and maintain effective working relationships; ability to organize individual workload and meet established deadlines; good judgment; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: Graduation from high school or possession of an equivalency diploma plus EITHER:

- (A) Graduation from a regionally accredited or New York State registered college or university with a Master's degree plus three (3) years paid full-time or its part-time equivalent experience in recruitment and retention of staff, or leadership development, or school district administration one (1) year of which must have been in a supervisory capacity; OR,
- (B) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's degree plus four (4) years paid full-time or its part-time equivalent experience as defined in (A) above, one (1) year of which must have been in a supervisory capacity; OR,
- (C) An equivalent combination of education and experience defined by the limits of (A) and (B) above.

SPECIAL REQUIREMENTS: If you are appointed, you will be required to possess a valid license to operate a motor vehicle in New York State or otherwise demonstrate your capacity to meet the transportation needs of the position.

Monroe County Civil Service Commission

ADOPTED: March 4, 2021