



Title: Talent Attraction Director

FLSA Exempt

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### **General Purpose**

Leads talent attraction programs for the Greater Cedar Rapids area, leveraging and coordinating public and private sector resources to implement strategies that grow the area's workforce population. Supervises workforce functions and serves on the Leadership Team.

### **Essential Duties and Responsibilities**

- Lead the area's talent attraction program ("the Talent Hub"), overseeing digital marketing strategies, championing the area to prospects, ensuring positive candidate experiences and facilitating connections between prospects and area employers
- Leverage and coordinate area and statewide talent attraction initiatives
- Create and lead a Workforce Innovation Council of area stakeholders invested in the success of talent attraction strategies to advise on implementation of growth strategies
- Use area growth plans as guides to build consensus among stakeholders around additional elements of a coordinated growth strategy
- Manage the Economic Alliance's Workforce Specialist and coordinate the talent retention strategies primarily assigned to the Specialist position with the talent attraction strategies primarily focused in the Director position
- Participate with the Economic Alliance's leadership team, effectively coordinating with other programs, events and services for efficiency and effectiveness, especially within the Economic Development core function
- Regularly consult, communicate and collaborate with the City Councils and key City staff of Cedar Rapids, Hiawatha and Marion, and with key private sector supporters of any shared initiatives
- Build and maintain relationships with HR directors, recruiters, career services departments
- Serve as the area's representative at workforce functions at national, state and local levels, including relevant career fairs and events
- Use internal/external data to advance workforce strategies, communicate to members and stakeholders and make adjustments when necessary to the talent attraction messages, geographies and target industries
- Establish personal rapport with relationship management accounts through regular calls or visits
- Record stakeholder contact information in database
- Other duties as assigned to meet business needs

### **Education & Experience Required**

- Bachelor's degree required, master's degree preferred from an accredited college or university with the most relevant degrees being marketing, business administration or similar / related fields
- 8-10 years of senior level experience developing and leading workforce recruitment initiatives; marketing management experience preferred

### **Required Skills and Abilities**

- Demonstrates ability to contribute to organizational and community transformation
- Dynamic, agile, energetic, and creative leader with proven results
- Builds strong working relationships with internal and/or external stakeholders
- Anticipates and plans for opportunities or threats that may impact talent attraction and workforce growth strategies
- Champions collaboration over competition
- Requires that decisions and direction from stakeholders and partners in area workforce growth strategies be based on data and sound reasoning
- Clearly communicates successes, challenges, objective data points and other key information to stakeholders.
- Has industry-wide perspective and broad knowledge of the disciplines most important to the success of talent attraction strategies.

### **Reporting to this position**

Workforce Specialist

### **Physical, mental and environmental requirements**

Work is completed in general office setting with moderate interruptions. Requires occasional local travel in personal vehicle, and may include some limited weekend and evening duties. Must be insurable and hold valid driver's license. Must be able to communicate verbally in large group settings. Must be capable of reading, processing and analyzing a variety of detailed written materials. Physical requirements include ability to perform light work activities, including reaching, bending and keyboarding.

The statements herein are intended to describe the general nature and level of work being performed by the employee in this position. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of a person in this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.