



Genesee Intermediate
School District

Genesee Intermediate School District
Human Resources and Operations

Employee Job Description

Job Title:

Human Resources Marketing Assistant

Job Summary:

The Human Resources Marketing Assistant plays a vital role in promoting employment opportunities across the district. This individual will support recruitment efforts by creating, managing, and distributing job vacancy content through digital platforms, college outreach, and social media campaigns. The role bridges Human Resources and marketing to enhance visibility of the district as an employer of choice and attract qualified candidates to open positions.

Essential Duties (May include, but not limited to):

1. Promote all district job vacancies through LinkedIn, Instagram, Handshake, and other relevant platforms.
2. Collaborate with colleges and universities to share job openings, internships, and career event opportunities.
3. Collaborate with the Communications and Development team to design engaging content (graphics, text, and video) that showcases the district's culture, mission, and employee benefits.
4. Maintain and update the district's career pages and recruitment content across social media platforms.
5. Monitor engagement metrics and adjust strategies to improve reach and effectiveness.
6. Coordinate with the Human Resources team to stay informed about current and upcoming vacancies and hiring priorities.
7. Assist in planning and supporting job fairs, career days, and on-campus recruitment events.
8. Collaborate in shaping compelling job descriptions and thoughtful interview questions that attract top talent while ensuring alignment with recruitment strategies.
9. Ensure branding consistency across all digital outreach efforts in alignment with district standards.
10. Stay up to date on trends in recruitment marketing and apply the best practices to improve candidate attraction.
11. Track and report campaign performance and assist with data-driven hiring strategies.
12. Performs other related duties as assigned.
13. Consistently models Win-Win leadership.

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Human Resources Marketing Assistant

Page 2

Qualifications:

Education:

Bachelor's degree in Marketing, Communications, Human Resources, Business Management, or related field required.

Experience:

Experience in social media management and content creation, particularly for LinkedIn and Instagram. Familiarity with platforms such as Handshake and other college recruitment tools is desirable. Strong writing, communication, and graphic design skills (Canva or Adobe tools preferred). Must be organized, detail-oriented, and able to manage multiple priorities and deadlines. Collaborative and proactive with a passion for education and public service.

Preferred Skills and Experience:

Prior experience in a human resources, education or non-profit environment, with knowledge of applicant tracking systems or HR software. Understanding of diversity recruitment and inclusive communication strategies. Strong analytical and problem-solving skills, with the ability to identify discrepancies and recommend solutions. Excellent communication skills, including oral, written, electronic and interpersonal. Ability to maintain confidentiality and demonstrate sound judgment in all interactions.

Skills/Other:

Excellent customer service skills with the ability to maintain a calm, poised, and professional image at all times. Proficiency in Microsoft Word, Excel, and other relevant technology is required, along with the ability to adapt to changing technological needs and maintain advanced-level skills. Ability to work independently, manage multiple tasks, and demonstrate effective time management. Ability to plan work efficiently and work collaboratively while exercising good judgment in accordance with board policies, master agreement provisions, and established administrative guidelines. Demonstrated mental and physical ability to perform essential duties, travel to district locations as needed, and maintain punctuality and good attendance. Honesty, integrity, professionalism, and flexibility in work hours, days, and year are required.

Special Job Considerations:

Certification: Not Required

Type of Certification: N/A


Bargaining Unit: None

Salary Schedule: Administrative Secretary/Human Resource Asst Salary Schedule

Immediate Supervisor: Human Resources Supervisor

Supervision: None

Date: August 6, 2025

Approved: TLH:kv 

Job Description 1014