

HUMAN RESOURCES RECRUITMENT AND RETENTION COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: This is a professional human resources position with a primary focus on the recruitment and retention of diverse staff and the development of strategies to create a fully inclusive workforce. The Human Resources Recruitment and Retention Coordinator is responsible for collaborating with the County Executive, Commissioner of Personnel and other county department heads, local appointing authorities and community leaders to develop, implement and conduct strategic and comprehensive recruitment and retention initiatives/models in order to recruit and retain a qualified and diverse workforce for public service job opportunities in county and local government. The incumbent is responsible for developing innovative ways of engaging the public to educate them in the employment and civil service examination opportunities available and to develop relationships with community organizations, school districts, colleges, universities, other agencies and their associated leadership, to determine employment needs and potential for future placement. Further, the incumbent engages in recruitment initiatives by performing one-on-one community outreach by representing the county and local government employers at career fairs and other related community events and utilizes various digital media (e.g., social media, website, job search engines, etc.) and communication strategies (e.g., e-mail, multi-media presentations, graphics, etc.) to engage job seekers and related groups. The work is performed under the general supervision of the Commissioner of Personnel with considerable leeway for the exercise of independent judgment in achieving stated objectives. Does related work as required.

TYPICAL WORK ACTIVITIES:

- Collaborates with the County Executive, Commissioner of Personnel, appointing authorities and/or department heads to identify current and future hiring and retention needs;
- Participates in confidential meetings regarding staffing opportunities and changes from executive leadership including, but not limited to, the County Executive, Commissioner of Personnel, District Attorney, etc.;
- Recommends strategic and comprehensive recruitment and retention policies and strategies to the County Executive and Commissioner of Personnel that impacts the reputation of the departments and agencies served and demonstrates the day-to-day workings of that agency;
- Implements and manages a comprehensive talent acquisition and retention program aimed at attracting a diverse pool of candidates for employment;
- Develops and implements plans and strategies for recruitment campaigns focused on increasing participation in civil service exams, including educating the public about the process and emphasizing the benefits of public service employment;
- Works closely with executive leadership and other stakeholders to anticipate and react to their staffing needs in order to provide appropriate service levels;
- Identifies recruitment barriers by working with the underserved populations within the county and recommends solutions and strategies to attract candidates;
- Develops, implements and executes internal and external digital marketing strategies through the use of social media, County website and web-based job search engines to attract and retain applicants and manages and updates the County website and social media platforms accordingly on behalf of the County Executive and Commissioner of Personnel;
- Acts as the official County of Rockland spokesperson for all county departments, special districts, school districts, police departments, etc. at recruitment meetings and executive committee meetings when providing strategic communications on staffing models, hiring initiatives, retention programs, succession planning, etc.;

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Maintains a visible professional presence and is the subject matter expert in the community by representing the County of Rockland and local government employers by promoting job opportunities (e.g., through job fairs, career events and related community activities and programming); Gives presentations, leads and/or participates in discussions and forums related to recruitment, retention and career development;

Stays up to date with industry trends and best practices in recruitment, retention and talent acquisition, particularly in the public sector and for underserved populations;

Maintains a diverse understanding for all county operations, law enforcement and other local government agencies to enable ease of presenting available opportunities;

Creates and analyzes recruitment data and metrics to make informed decisions and optimize the hiring process and policy and gives executive recommendations based on said data;

Ensures all recruitment, hiring and promotion process are compliant with civil service regulations, labor laws, equal employment opportunity and other relevant legal requirements;

May develop, revise and interpret job specifications;

May work with managers to identify and develop high-potential employees for promotional opportunities, including leadership roles within the organization;

May assist with the creation and implementation of programs county wide that supports job seekers (e.g., resume writing and interview workshops, exam preparation programs, etc.).

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of professional principles and practices of personnel and human resources administration; thorough knowledge of the practices and techniques of recruitment and retention, including web-based and social media outreach, interviewing and selection of candidates for employment; thorough knowledge of the principles and techniques used to evaluate the effectiveness of a recruiting and retention program; thorough knowledge of staffing, job analysis, position classification and the drafting of job descriptions; good knowledge of New York State Civil Service Law and rules*; good knowledge of local, state and federal laws, labor laws, policies, and regulations related to employment; good knowledge of website and social media platform management; ability to work with various forms of social media; ability to design and implement recruiting strategies; ability to create, develop and disseminate information about job opportunities and civil service examinations; ability to establish and maintain effective working relationships with appointing authorities; ability to identify recruitment needs and diverse characteristics of the agencies/communities served and make successful placements; ability to organize and interpret data and maintain records related to recruitment, selection and retention; ability to communicate effectively with job applicants and community partners, both on an individual and group basis, to elicit needed information for appropriate selection and placement and to impart information about County employment; ability to present ideas clearly and communicate effectively, both orally and in writing; ability to speak before diverse groups; ability to evaluate applicant skills and match them with the job requirements of available positions; initiative; creative and entrepreneurial skills; discretion; high degree of professional integrity and public trust; ability to exercise good judgement and tact.

MINIMUM QUALIFICATIONS: A Bachelor's degree and five (5) years of professional human resources experience, three (3) years of which significantly involved human resources recruitment as the major function of the work (major function of the work is defined as 50% or more of the day-to-day work experience) within or for a human resources department and/or human resources agency.

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NOTES:

1. Additional years of the required experience may be substituted for the college degree on a year-for year basis.
2. A Masters degree or higher in Human Resources, Industrial/Organizational Psychology, Public Administration, Business Administration, or a comparable curriculum may be substituted for one (1) year of the required professional human resources experience.

SPECIAL REQUIREMENT: Possession of a valid license to operate a motor vehicle in the State of New York.

*To be demonstrated during the probationary period

R.C.D.P. 09.18.2024
PJC/Non-Competitive (Confidential/Policy Influencing)

06.18.2025 New York State Civil Service approved Non-competitive title in the NY HELPS Program.