



February 26, 2024

For Immediate Release

The Northeastern Workforce Development Board (NWDB), is seeking a NCWorks Social Media Outreach Coordinator to research, develop, and implement effective recruiting strategies using social media and other digital options to attract a diverse pool of job seekers and businesses to the local NCWorks Career Centers. The NCWorks Social Media Outreach Coordinator will be responsible for using technology to recruit candidates wanting training in critical industries, local area jobseekers, and businesses to use NCWorks Career Center services. This is a contracted position.

Deliverables include, but are not limited to:

- Identifying and implementing efficient and effective digital recruiting methods and strategies based on the available program requirements, industry standards, and the needs of the organization;
- Build a base foundation for extensive engagement and collaboration in the community. Join Facebook groups and incorporate hashtags related to community and targeted area to expand networking opportunities;
- Build a collaborative network in the community through social media, prospecting local businesses and positions that need to be filled that are willing to be advertised;
- Running analytical reports based on social media tactics to see what's efficient and effective;
- Identify trends in customer interactions, building a network of good customer success;
- Assisting with the development and implementation of outreach materials and strategies for the NCWorks Career Center System;
- Planning and marketing career related special events;
- Create content and graphic design material geared towards the specific target audience upon request;
- Marketing to and communicate with targeted audience via the web and other electronic resources;
- Developing printed/digital marketing materials for workshops and other special events;

- Attend meetings as appropriate and needed (whether zoom or in person);
- Other duties as assigned.

This **contracted position** requires an individual with experience and/or education in Recruiting, Digital Marketing, Human Services, Public Relations or other related fields. Contractor must demonstrate experience in a role that can be reasonably correlated to this work to demonstrate competency. A valid driver's license and reliable transportation are required.

This contract is expected to be funded for 12 weeks and is not to exceed \$4,180. Auxiliary aids and services are available upon request to individuals with disabilities.

Interested individuals should submit their resume, cover letter, and proposal to Dave Whitmer, NWDB Director, at dwhitmer@accog.org.