



CLASSIFICATION	7
RANGE	\$32,210 - \$48,315
FLSA	NON-EXEMPT
NOTICE REQUIREMENT	30 DAYS
RANDOM ALCOHOL/DRUG SCREENING REQUIREMENT	YES

Recruitment & Retention Specialist - Fire & EMS

Job Summary: *(General summary/objective)*

The Recruitment & Retention Specialist is a civilian position within the Department of Fire & EMS responsible for maximizing the recruitment efforts and aiding in the development and implementation of retention strategies. The main focus of this position will be the development and implementation of a recruitment and retention plan for fire and EMS volunteer and career personnel in concert with department leadership.

Key Responsibilities/Essential Functions:

- Always do the right thing.
- Promote the vision and values of the County.
- Ability to communicate clearly and effectively with internal and external stakeholders, including the general public, to ensure customer service expectations.
- Develops, instills, and maintains a strong sense of cooperative effort toward the ultimate goal of providing prompt, high quality and professional services to the citizens and visitors of Botetourt County.
- Fosters and maintains good working relationships with other Botetourt County fire and emergency medical services agencies.
- Responsible for the continuous quality improvement of the volunteer application process. This includes being the primary point of contact for volunteer applicants.
- Coordinates the processing of new fire and EMS volunteers in conjunction with volunteer station leadership and administrative staff.
- Evaluates, prepares, and proposes policies and guidelines to instill better recruitment, applicant processing, and formalized retention efforts.
- Responsible for maintaining an accurate and up-to-date database of volunteer applicants, as well as active volunteers throughout the fire and EMS system.
- Serves as a staff member to the Recruitment & Retention workgroup of the Fire & EMS Commission.
- Responsible for the coordination of an ongoing volunteer intake process, to include membership orientation, mentoring, new member checkoff, and coordination with volunteer leadership and other applicable stakeholders to ensure all new members receive a universal orientation.
- Develop, recommend and implement outreach campaigns for marketing of the department and recruitment of personnel.
- Coordinates with department leadership to communicate recruitment strategies, events, and department marketing.
- Develops and maintains a supply of up-to-date marketing and recruitment materials.
- Coordinates recruitment events, including fire and EMS-based events, as well as job fairs, and other community-based event.
- Occasionally participate in evening meetings, local events, involving overnight travel and weekends.

- Maintains accurate records and prepares complete reports in a thorough and timely fashion.
- Attends meetings with staff, volunteer fire and EMS agencies and the public when necessary.
- Keeps abreast of training, certification, and technological advancements in the fire and emergency medical services fields to be better informed as a department recruiter.
- Maintains a clean, safe, and prepared working environment and vehicle.
- Inspects the work location and all equipment for compliance with county, state, and federal safety regulations, and takes initial action to alleviate discrepancies.
- Assists with implementation of visionary direction for the department of fire and EMS.
- Persons in this position will encounter sensitive information in the performance of their duties and are expected to maintain that information confidentially.
- Performs other related duties as assigned.

Job Requirements:

- High School Diploma or GED equivalent required. Associate's Degree or Bachelor's Degree preferred.
- Experience in marketing, recruitment of personnel, or advertising required. Similar work experience engaging the public to volunteer is preferred.
- Supplemental higher education in marketing or advertising is preferred.
- Experience within the emergency services industry is highly desirable but not required.
- Proficiency with Microsoft Office, Excel, Outlook, and Word required. Proficiency with Power Point, and Canva preferred.
- Ability to learn new software programs as required is highly desirable.
- Knowledge of general office duties of an administrative nature along with record keeping, database upkeep, applications tracking-collections and related clerical/accounting tasks is preferred.
- Must have excellent oral and written communication skills and ability to work with the public and various stakeholders throughout County government and the Fire & EMS system.
- Must have excellent organizational skills and high attention to detail.
- National Incident Management Systems (NIMS) and other emergency services related training will be required and will be provided as necessary.
- Ability to comply with schedules and meet all established deadlines
- Ability to coordinate stakeholders from various interest group to develop a coordinated plan for recruitment and retention priorities for fire and EMS personnel
- Must hold a valid driver's license issued by the Commonwealth of Virginia, have and maintain a good driving record.

Physical Demands/Special Work Environment:

- Frequently operates a computer and other office equipment. These tasks involve movement such as picking, pinching, typing or otherwise working, primarily with fingers rather than with the whole hand as in handling.
- Substantial movements (motions) of the wrists, hands, and/or fingers.
- Worker must be able to remain at work station in a stationary position for up to 50% of the time.
- The person in this position frequently communicates and exchanges information with colleagues, commanding officers, and the general public to give and receive detailed instructions. Must be able to exchange accurate information in these situations.
- Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body.
- Required to have close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; extensive reading and data entry.

Reports to: Department of Fire and EMS Chief

Supervisory Responsibility: None

Botetourt County provides equal employment opportunities to all employees and applicants for employment.

Disclaimer: The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

Employee Signature

Date

Supervisor Signature

Date