Ohio Provider Resource Association
Marketing and Communications Strategies for Employee Recruitment
What’s Your Story?

- Who is your target audience for your open positions?
- What is the value proposition of your company?
- What’s in it for the prospective employee?
- How can you make the recruitment process simple and easy?
Create awareness through content

Give prospects adequate information to consider the job

Make the application process as quick and easy as possible

Create loyalty through positive relationships

Help employees advocate your brand through social media
How Do You Tell Your Story?

- Be where your target audience is already spending time
- Keep the message concise and simple
- Balance the emotional and rational connection (helping people who need it most/opportunity for a good paying job and benefits)
INTEGRATED MARKETING COMMUNICATIONS
What is Integrated Marketing Communications?

• Simply put, it means unifying all pieces of marketing communications, including advertising, public relations, social media and sales materials.
• It is designed to ensure that all communications with a prospect or customer are relevant to that person and consistent over time.
• What’s your story and how do you tell is consistently to the right people at the right time in the right place?
Keys to Success

• Be where your target audience is already spending time
• Keep the message concise and simple
• Avoid industry jargon and terminology that isn’t simple or commonly understood
• Your target audience is using mobile; you should be, too
• Make sure your website is optimized for mobile, not just mobile friendly
• Ask your current employees how they found you; understand what they looked for when they searched online
### Job Search-Related Activities Conducted via Mobile Device by US Job Seekers, Dec 2015

#### % of respondents

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Researched a company</td>
<td>72%</td>
</tr>
<tr>
<td>Searched for a job</td>
<td>70%</td>
</tr>
<tr>
<td>Applied to a job</td>
<td>40%</td>
</tr>
<tr>
<td>Judged whether or not the company was a right fit</td>
<td>37%</td>
</tr>
<tr>
<td>Shared a job with a friend</td>
<td>35%</td>
</tr>
</tbody>
</table>

**Note:** n=398 ages 18+

**Source:** iCIMS, "Recruitment Marketing: Fad or Future?" conducted by Hanover Research, Feb 2, 2016
Keys to Success

- Video is one of the best ways to share your story; helps make the emotional and rational connection and it’s highly shareable
- Consider the facts and emotions that drive people to consider a career in your field
- Video does not have to cost a lot; it’s easier than ever to create
- Content should be short (:15 to 1:30 is most effective, depending on the purpose)
- Authenticity is important
- Sixth grade reading level is ideal; avoid multi-syllabic words (i.e. “enhance organizational effectiveness”)
- Think about measurement – how do you know something is effective?
EARNED MEDIA
Let the Media Help Tell Your Story

- Work with local/regional news media outlets to tell them about career opportunities in the field
- Identify potential human interest stories (with individual/family consent)
- Always consider audio and visual potential when pitching a story idea
- Capitalize on what’s current in the media
- Be a resource for the media – they’ll consider you when relevant media opportunities arise
SHARED/SOCIAL MEDIA
Why Social Media?

• Social is a key tool for promoting jobs, building brands, sourcing candidates, creating relationships, and vetting applicants.

• A quarter of all job seekers use social media as their primary tool for job searching. And every year, a new wave of hyper-connected digital natives enters the workforce.

• At the moment, seven out of ten 18-34 year olds report having found their previous job through social media. And, nearly half of all employee referrals come in through social media.
## Channels US Job Recruiters Use to Market Their Company, July 2015

<table>
<thead>
<tr>
<th>Channel</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social networks</td>
<td>74%</td>
</tr>
<tr>
<td>Company career website</td>
<td>63%</td>
</tr>
<tr>
<td>Marketing and advertising</td>
<td>37%</td>
</tr>
<tr>
<td>Outbound campaigns (web, email, newsletter, etc.)</td>
<td>20%</td>
</tr>
<tr>
<td>Mobile career website</td>
<td>15%</td>
</tr>
<tr>
<td>Company blog</td>
<td>13%</td>
</tr>
<tr>
<td>SEO</td>
<td>9%</td>
</tr>
</tbody>
</table>

Why Social Media?

- According to a white paper by iCIMS, putting a job posting up on social media can increase candidate applications by between 30 and 50 percent.
Facebook

- Largest social networking platform in the world, with almost 2 billion monthly active users.
- Transcended the way in which job seekers interact with the brands they find interesting, and it spans every age group, gender, and ethnicity, so diverse exposure isn’t an issue.
- With such high user retention, it’s the perfect place to engage with job seekers, offer industry insights and post all of your open positions.
- Facebook offer companies a ‘Job Postings’ tab right from their profile, so candidates can visit one single location and easily see what’s available.
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Are you a recent graduate looking for an opportunity in sales? Learn more about the Inside Sales group, and submit your application today.
http://bit.ly/1lkfbw4

UPS Business Development: Inside Sales Representative (ISR)

Did you know UPS has many exciting Business Development opportunities available from entry-level Inside Sales Representatives to experienced...
Direct Support Staff
Full-time job
5250 Strawberry Farms Blvd, Columbus, Ohio 43230

We are currently hiring full-time and part-time staff. Deaf and sign-skilled folks strongly encouraged to apply.

Job Summary: The Direct Support Provider (DSP) delivers services and supports to the individuals with disabili... See More
Direct Support Staff

Full-time job

We are currently hiring full-time and part-time staff. Deaf and sign-skilled folks strongly encouraged to apply.

Job Summary: The Direct Support Provider (DSP) delivers services and supports to the individuals with disabilities served by the Supportive Living program, Community Respite program, and the Adult Day Services programs at Respite Connections, Inc. (RCI) per the prescribed Individual Services Plan (ISP).

Qualifications: All employees of RCI in direct care positions must have the following:
- US Citizenship or eligibility to work in the United States (permanent resident or temporary work authorization)
- High School Diploma or equivalent
- Valid Driver’s License and Acceptable Driving Record
- Car Insurance
- Acceptable Background Check as described in the Ohio Administrative
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• Valid Driver’s License and Acceptable Driving Record
• Car Insurance
• Acceptable Background Check as described in the Ohio Administrative Code 5123:2-2-02.
• Acceptable post-hire physical and drug test
Respite Connections, Inc.
Columbus, Ohio • Non-Profit Organization

Amy Bowman Dawson  (614) 565-6005
Columbus, Ohio  amy.dawson@fahlgren.com

Why do you think you're a good candidate for Respite Connections, Inc.
Introduce yourself and give an overview of your relevant experience.

EXPERIENCE
Executive Vice President at Fahlgren Mortine
Feb 2004 - Present
Marketing Director at OhioHealth

+ Add Experience
PAID/DIGITAL MARKETING
Search Engine Marketing

- Search engine marketing is a form of digital marketing that involves the promotion of websites by increasing their visibility in search engine results pages through paid advertising.
- Also called pay-per-click
- Can help increase brand awareness, very targeted
Digital Display Advertising

• Digital display advertising comes in several forms, including banner ads, rich media and more. Unlike text-based ads, display ads rely on elements such as photos, audio and video to communicate your message.

• These are also very measurable because you can track impressions, clicks and conversions to your website.
Retargeting/Remarketing

A form of online targeted advertising by which a digital ad is targeted to consumers based on their previous Internet actions.
Q&A