

As a healthcare recruiter, you need to identify the most effective ways to promote your organization and job openings, and to determine and employ the right marketing tactics, to attract highly qualified talent.

The HealthcareSource Recruitment MarketingSM Job Broadcast module allows you to market your open positions and attract applicants to your healthcare organization.

With the Job Broadcast module, you can distribute your job postings to job boards and social media outlets. Standard reports enable you to analyze the effectiveness of each channel and use this information to develop your future marketing plans.

Job Broadcast Module

Post Open Positions and Measure the Effectiveness of Your Efforts

The HealthcareSource Recruitment Marketing Job Broadcast module streamlines the way you broadcast your open positions and allows you to easily measure their effectiveness. The solution provides recruiters tools to easily post to multiple free, paid, general or niche boards in a way that gives them back hours in their day. The ability to also post to social media sites such as LinkedIn, Facebook, and Twitter helps recruiters increase the exposure of their job postings.

Managing job board relationships and technical requirements can put an additional burden on recruiters. For job boards important to the healthcare industry, HealthcareSource® establishes and maintains those relationships. We ensure the technical aspects of distributing jobs happens in the correct format and will troubleshoot any issues that may arise. With the HealthcareSource team managing these relationships, your team can increase their efficiency and focus on the candidates that come in through the job boards.

Most importantly, the Job Broadcast Module includes advanced analytics that allow you to assess the value of your promotional activities. When you market your openings through the right outlets, the greater chance you will have to find a candidate that aligns with your business needs and culture. By posting and marketing your jobs to multiple boards and social media outlets via the Job Broadcast Module, you have a complete picture to analyze the impact of all your marketing decisions.

Automate Your Job Posting Process

With the Job Broadcast module, you can create a set of pre-defined rules and automatically distribute jobs based on that criteria. On a scheduled basis, your jobs can be sent automatically to a single job board or group of boards. The time your recruiters spend today manually distributing open positions to job boards can now be focused on other activities to help your team achieve success.



Distribute your jobs to social media sites and job boards.

Proactively Manage Your Advertising Spend

The Job Broadcast module allows you to proactively manage your advertising spend for your job marketing activities. For the paid boards you use, we can input contract details and monitor usage to ensure you are remaining on target and on budget. At the point when your recruiter is deciding on which boards to advertise the job posting, the system shows the number of slots or posts that remain with each of your contracted job boards.

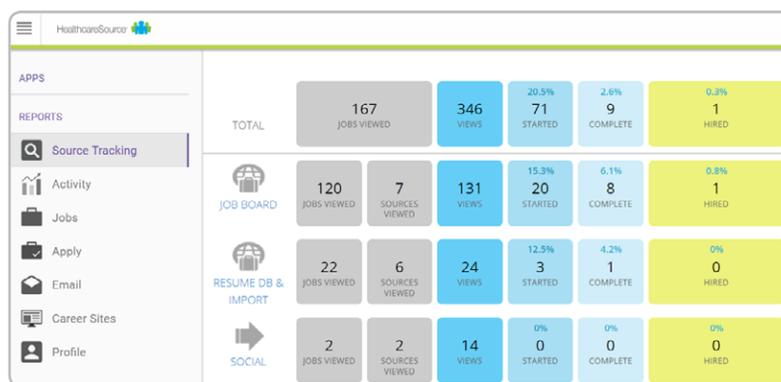


The Job Broadcast module provides you complete control over the marketing of your open positions.

The Job Broadcast module also helps you manage the candidates you meet in person. For each activity, such as a college fair or on-site recruiting event, you can track who you meet and quantify the success of the event. To ensure you are getting a complete picture of all your recruiting efforts, when used with other Recruitment Marketing modules, you can create a tracking code to add to your site landing pages for any event or marketing campaign. These codes then link back to the system and consolidates all the information into a comprehensive view. This centralized information allows you to measure success against goals for each marketing activity your team completes.

Analyze Your Job Posting Effectiveness

It is important to understand which sources bring you the most highly qualified talent for applications and which of your advertising efforts lead to the most hires. The Source Tracking Report analyzes all your job distribution channels to identify which sources lead to the most hires. The Job Broadcast module also includes additional reports that provide a complete picture of all your activities. From posting jobs in various boards to in-person events, the information contained within the Job Broadcast module helps you determine the best activities to continue to use to market your open positions.



The Source Tracking Report highlights your most effective job marketing activities.

Optimize Your Recruiting Efforts

The Job Broadcast module is offered as part of the HealthcareSource Recruitment Marketing solution. The Source & CRM module, a system to manage and track your candidate relationships, is required to run the Job Broadcast module. In addition, you can also utilize the Career Sites module as an add-on to deliver mobile-friendly sites that enhance your employer brand.

Leverage our Solutions Designed to Help You

The HealthcareSource Recruitment Marketing solution is part of a comprehensive talent acquisition suite that includes a cutting-edge applicant tracking system, AHA-endorsed behavioral and reference assessments, and onboarding. We also provide a complete set of supporting services including The Recruiter AcademySM by Lean Human Capital, a web-based certified recruiter program for healthcare recruiters, and the Annual Healthcare Recruitment Metrics Benchmark Study that helps guide the talent decisions of nationally-recognized healthcare organizations.

HealthcareSource
Quality Talent SuiteSM

Combine our recruitment marketing solutions with our other software and services to help your recruiting organization develop and perform at an elite level.

- HealthcareSource Position Manager[®]
- Lean Human Capital Recruitment OptimizationSM
- The Recruiter AcademySM by Lean Human Capital