

## DATASHEET

# Recruitment Marketing: Career Sites

## Candidate Experience Matters

What does your career site convey about your company identity?

### With the HealthcareSource Recruitment Marketing Career Sites module you can:

- Showcase your company culture and values through dynamic content and video
- Create modern and mobile-friendly sites
- Enhance job listings with interactive maps and social sharing
- Increase candidate traffic with a search engine-optimized career site

"We love our new career site! It's crisp, clean and easy to navigate. Our candidate experience is more seamless and efficient thanks to this integrated design."

**Laura Gosney**  
Recruitment Manager  
Children's of Alabama

## Invest in Brand Awareness

The candidate experience has a direct impact on your ability to fill open positions at your organization. As candidates start their research, they will look at multiple sources to determine what it's like to work at your organization. With so much information readily available online, you want to communicate your employer brand, convey your organization's mission, and attract candidates to apply. Your website is one of the primary ways to establish and reinforce your brand. The HealthcareSource Recruitment Marketing Career Sites module allows you to create and manage a modern, mobile-site.

At its core, the main purpose of your career site is to allow candidates to search for and apply to open positions. This functionality is still critically important, but you can offer so much more to your site visitors. To help promote your brand, modern technologies allow you to include dynamic content such as employee testimonial videos and responsive design for display on mobile devices. An established brand can also help you reach passive candidates not currently considering a job change. When you attract and engage with candidates, you can ensure your organization stays top-of-mind as a potential destination for the next step in their career.

## Deliver an Engaging Experience

Candidates are in control when it comes to the level and depth of engagement they want to have with your organization. In addition to learning about your organizational culture, candidates expect to find information relevant to their background and experience. Dedicated content allows you to speak directly to your target candidates. For example, you could include an entire section of your site to the recruitment of nurses or other hard to fill job families.



Through written employee stories, photos, and video testimonials you can help paint a picture of what it's like to work at your organization. When candidates can discover an employee they relate to, they'll more easily be able to envision themselves working at your organization. In addition to providing these details to your prospective employees, you should also provide the means for candidates to express interest in your organization, even if there isn't an open position available at that time.

## Optimize Your Online Presence

You need to attract qualified candidates so that when it comes time to fill a job opening, you have already identified interested candidates. Through a search engine-optimized (SEO) career site, your site can appear higher in search engine results which will reinforce your brand status within your community. When you invest in developing creative assets, such as job ads and blog posts, you want to ensure that the content reaches prospective candidates. When these assets tie back to your career site, you can further strengthen your brand.

Consistency across the entire experience can be accomplished using Career Sites. Once a visitor has arrived on your site, you can create opportunities to keep them engaged. Since candidates may use different approaches to search for an open position, Career Sites allows you to set up searches by inputting a search term, drilling down through faceted search, or interacting with a map to find openings.

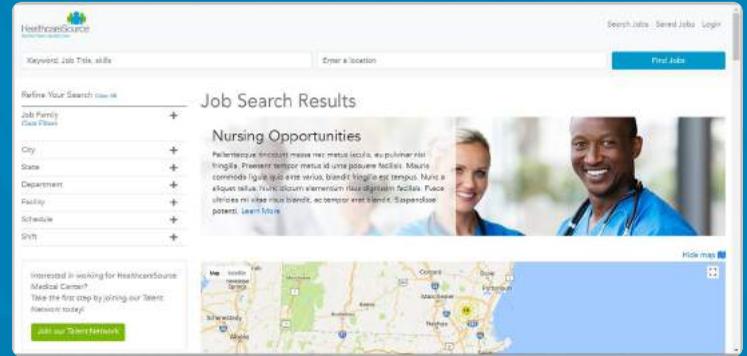
Pre-designed Career Sites templates provide a starting point for your site. You can update the templates to include your organizational logos, colors, and custom content. You can also opt to work with an outside agency to help you develop content for your site. The HealthcareSource templates support mobile access to your career site. Your career site solution must include, at a minimum, the ability for job seekers to learn more about your organization, search for and review job postings, and apply for open positions from their mobile device.

## Build Your Talent Pipelines

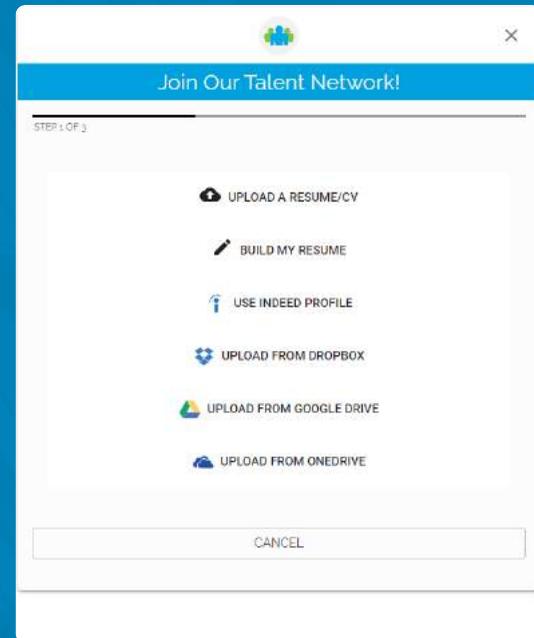
When a prospective candidate arrives on your site but an open position does not pique their interest, a Talent Network is an ideal way to allow them to express their interest in your organization. You can design a general Talent Network to collect contact details for all candidates or dedicated networks that target area of interest or location. Either way, once a candidate joins, they have opted-in to learning more about your organization and new opportunities. Your recruiters can regularly review these candidates and add them to job pipelines so that when an opportunity becomes available, they have a ready list of candidates to contact.

## 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, behavioral and reference assessments, and onboarding. We also provide a complete set of supporting services including The Recruiter Academy<sup>SM</sup> by Lean Human Capital, a web-based certified program for healthcare recruiters, and the Annual Healthcare Recruitment Metrics Benchmark Study that helps guide the talent decisions of nationally-recognized healthcare organizations.



Deliver targeted search results to site visitors.



Offer a general Talent Network for all candidates or dedicated networks like Nursing or Physician that targets areas of interest.

### Quality Talent Suite<sup>SM</sup>

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

**HealthcareSource Applicant Tracking**  
**Lean Human Capital Recruitment Optimization<sup>SM</sup>**  
**The Recruiter Academy by Lean Human Capital<sup>SM</sup>**  
**Sourcing Academy by Lean Human Capital<sup>SM</sup>**

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