

As a recruiter, your primary goal is to fill open positions. In recent years, recruiters have increased their usage of marketing tactics to fulfill that goal. In fact, many organizations now task recruiters with helping promote the employer brand to market to local talent. Recruiters use website content and social media to generate awareness so that when candidates are ready to apply for a new position, they are familiar with the organization.

The HealthcareSource Recruitment MarketingSM Career Sites module allows you to create modern and mobile-friendly sites to engage with prospective candidates. You can enhance your job listings with interactive maps and social sharing options. You can also showcase your employees and culture using dynamic content and videos. Your career site pages and job listings are search engine optimized (SEO) to increase the ability for your content to be found.

HealthcareSource Recruitment MarketingSM Career Sites Module

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. Research has found that organizations that invest in employer branding are three times more likely to make a quality hire¹. This translates into turnover. According to CEB, 1 in 5 hires are "bad hires" and the turnover rate among new hires is much higher (23%) than all employees combined (16%).² 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.

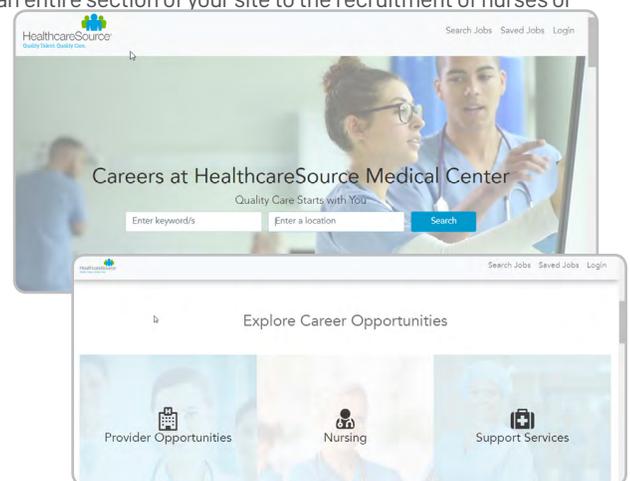
An established brand can also help you reach passive candidates not currently considering a job change. When you attract and engage with candidates, you can ensure your organization stays top-of-mind as a potential destination for the next step in their career.

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. All of this is possible with Career Sites.

Organizations that invest in employer branding are
3X
MORE LIKELY



Publish targeted content for specific roles and job families.



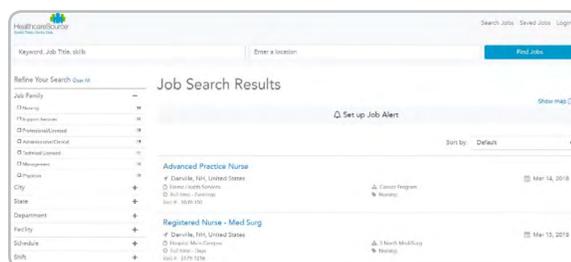
Optimize Your Recruiting Efforts

The Career Sites module is offered as part of the HealthcareSource Recruitment Marketing solution. The Source & CRM module is a system to manage and track your candidate relationships. The Job Broadcast module helps you market your job opportunities to job boards and social networks. Together, these three modules will help you increase the numbers of candidates in your pipeline.

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. You can also use the power of Google Cloud Talent Solution to deliver more relevant job search results to candidates.



Faceted search delivers targeted search results to site visitors.

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. Industry experts estimate that 78% of surveyed job searchers used a mobile device to find jobs as of 2016³. 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, 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 program for healthcare recruiters, and the Annual Healthcare Recruitment Metrics Benchmark Study that helps guide the talent decisions of nationally-recognized healthcare organizations.