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How to Engage & Recruit The Right Candidates Up to 77% Faster:
4 Step Checklist

Today's hourly workforce candidates demand faster, more intuitive ways to find jobs and apply. To stay competitive in a fast-paced hiring market, focus your energy where it counts – on attracting and engaging the right candidates with brand messaging that drives quality engagement.

In this checklist, we've identified and optimized 4 key components to catalyze your recruitment marketing strategy.

Elevate your Branded Career Pages
01

In today's candidate-driven market, first impressions are everything. A branded career page sets you apart, tells your story, and transforms interested hourly candidates into employees who believe in your mission. Make sure your branded career pages feature:

- ☐ Flexible branding capabilities like:
  - ☐ Mobile responsive design
  - ☐ Unlimited career pages
  - ☐ Visual elements and video
  - ☐ Configurable page design
- ☐ Instant job opening updates
- ☐ Conversational AI chatbot
- ☐ SEO optimization

Engage Your Talent Community
02

Elevate your sourcing efforts and scale with ease by engaging with quality applicants – all from one place and with the lowest cost of hire. When you have a pool of qualified candidates at your fingertips, it's easy to filter through the community and communicate with active and passive candidates to fill broad or specific needs. Your talent community should flag ideal candidates that meet the criteria of your needs, sifting and prioritizing based on specific role requirements, and then use this data to optimize your time and bring your candidate's through the onboarding process faster. Look for a talent community that features:

- ☐ Filtered sourcing and recruiting based on criteria such as:
  - ☐ Candidate status records
  - ☐ Level of interest
  - ☐ Location
  - ☐ Communication preferences
  - ☐ Candidate career preferences
  - ☐ Previous work experience
- ☐ Campaign communications that engage passive job seekers or re-engage with previous applicants
- ☐ Seamless record keeping (that keeps candidate data secure and on hand to eliminate duplicated effort)

Automate Your Job Board Integrations 03

High visibility and speed are crucial to capturing candidates in today's competitive hourly labor market. If your talent management tech doesn't integrate with major job boards, you're missing out on countless opportunities – and you're likely burning time manually creating posts and posting them one by one, from site to site. You need a talent management technology that posts automatically to your chosen boards without effort on your end. Arm yourself with talent management tech that provides:

- [ ] Seamless integrations that automatically push your sponsored job posts to industry-leading job boards like Snagajob, Paycor, Indeed, and more
- [ ] Analytics that gather source information so you can constantly improve on where you post
- [ ] Centralized dashboards that outline performance metrics and help you optimize your openings
- [ ] Seamless integrations with your internal and external systems so that application data always pushes your processes forward
- [ ] Robust employee referral programs

Deliver Mobile-Friendly Recruiting & Onboarding Features 04

Once you've filled your talent funnel with high-quality candidates, equip your hiring managers and recruiters with end-to-end, configurable features that can be used for both high-volume or targeted hiring needs throughout the applicant lifecycle — from candidate interest to onboarding. Seamlessly engage and communicate with candidates at the brand, position, and location levels with mobile-friendly offerings like:

- [ ] Templated email and SMS communications
- [ ] Text-to-apply
- [ ] Applicant tracking
- [ ] Integrated WOTC
- [ ] Resume parsing
- [ ] Pre-screening questions
- [ ] Automated interview scheduling
- [ ] Candidate notifications
- [ ] Integrated background checks
- [ ] Virtual training & development
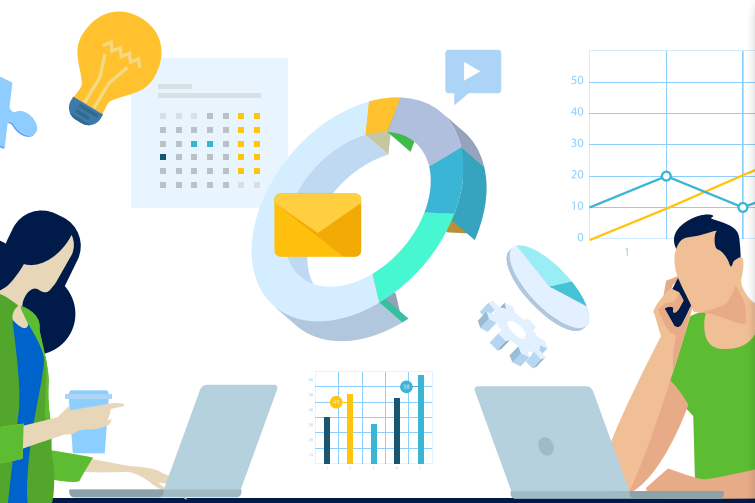
Ready to empower your hiring managers and recruiters with a faster, more informed talent management strategy?

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