

Recruitment Playbook

30 Tactics to Increase Candidate Flow and
Develop Your Employer Brand

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1. Careers Page Enhancement Criteria on your website

- a. Employee testimonials
- b. Business owner video
- c. Employee videos
- d. DEI program and statement
- e. Benefits and perks
- f. Charitable participation with employee involvement
- g. Ability to apply without a specific role open
- h. Name and contact information of someone in HR
- i. Success stories with data showing the percentage of long-term employees, those promoted from within
- j. Photos of past social events
- k. Highlight internal mobility and training and development programs

2. Glassdoor Campaign: www.glassdoor.com

3. Maximize the Employee Referral

4. Targeted Social Media Advertising with Streaming Rich Graphic Ads

5. Partnership with Schools

- Visiting and presenting classes at schools
- Holding open houses and field trips to the plant (to include parents)
- Holding full-day workshops based on student curriculum
- Having students assigned to work on real-world projects for credit
- Offering work experience program
- Providing career guidance talks

6. Engage an Employer Branding Consultant

7. Sign on Bonus

8. Competitor Poaching

9. Maximize Job Site Postings

10. Maximize Professional Associations

11. Recruiting 24/7

- 12. Google Keyword Search Campaigns**
- 13. Seamless AI Search**
- 14. Radio Spot, Newspaper, and Bill Board Advertising**
- 15. Best Workplace Awards**
- 16. Flyer Campaign**
- 17. Provide a “Company Insider” Sign up and Quarterly Newsletter for Applicants**
- 18. Hold an Annual Combination Open House/Job Fair**
- 19. Annual Conference Based on Industry**
- 20. Establish a Monthly Industry Group**
- 21. Military Recruitment**
- 22. Recruit People with Disabilities**
- 23. Annual Scholarship Program**
- 24. Recruit Declinations**
- 25. Re-Recruit**
- 26. Company Leader Community Involvement**
- 27. Provide Each New Hire with their “1st Three Assignments” Card**
- 28. Grow Your Own**
- 29. Be Creatively Responsive to the Times**
- 30. Active Presence on Linkin, Facebook, and Social Media**
- 31. Targeted Searches**
 - 5-6 times before you buy
- 32. Maximize Mobile technology**
 - Texting
 - Apply on phone