

# CHECKLIST | RECRUITMENT MARKETING

Presented by ToughComp

Recruitment marketing describes the strategies an organization utilizes to promote its employer brand in a way that helps find, attract, engage and nurture job candidates. These strategies are critical when a candidate first discovers a job opening, researches the company and decides whether to apply. Through recruitment marketing, an employer can showcase their company as a desirable workplace and stand out from competitors. Furthermore, well-executed recruitment marketing can bring in job applications from top talent and provide an organization with various competitive advantages.

To ensure the most effective recruitment marketing plans, employers should consider several different aspects, including their hiring strategies, the candidate experience, brand management measures and any additional recruitment tactics. This checklist outlines key components of recruitment marketing for employers to keep in mind.

HIRING STRATEGIES	COMPLETED
Decide how many new hires the company wants to take on during a designated time period or hiring initiative.	<input type="checkbox"/>
Determine how many open job applications the organization hopes to receive for each open position.	<input type="checkbox"/>
Determine which job candidates the organization wants and what those candidates' priorities are (e.g., competitive compensation, benefits or learning and development opportunities).	<input type="checkbox"/>
Find out who the organization's most common competitors for talent are.	<input type="checkbox"/>
Become familiar with competitors' websites and social media.	<input type="checkbox"/>
Evaluate the mission statement of the organization.	<input type="checkbox"/>
Establish the organization's employee value proposition (EVP), which refers to the value that employees receive from their employer. A company's EVP is determined by job benefits that employees value, including tangible benefits (e.g., salary and health care benefits) and intangible benefits (e.g., workplace culture, diversity and inclusion). Ultimately, offering more of these benefits makes an organization's EVP stronger.	<input type="checkbox"/>
Understand competitors' EVPs to identify areas where the company may differ and determine what could be altered to make the organization more competitive.	<input type="checkbox"/>
Establish which social media networks and recruitment websites the organization will use to promote job openings and its employer brand.	<input type="checkbox"/>
Decide which recruitment marketing tools the organization will use.	<input type="checkbox"/>
Evaluate the current strengths and weaknesses of the organization's recruitment marketing strategies.	<input type="checkbox"/>

CANDIDATE EXPERIENCE CONSIDERATIONS	COMPLETED
Create an accessible career page on the organization's website.	<input type="checkbox"/>
Design job applications that are easy to complete.	<input type="checkbox"/>

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Communicate with job candidates frequently throughout the recruiting and hiring processes.	<input type="checkbox"/>
Leverage various channels (e.g., email marketing, video marketing and job boards) to attract and engage job candidates.	<input type="checkbox"/>

BRAND MANAGEMENT MEASURES	COMPLETED
Ensure the organization’s branding is consistent and current across all platforms.	<input type="checkbox"/>
Assess the current state of the employer brand.	<input type="checkbox"/>
Define the objectives of the employer brand.	<input type="checkbox"/>
Determine internal brand management initiatives (e.g., internal communication campaigns and employee engagement measures).	<input type="checkbox"/>
Decide external brand management initiatives (e.g., networking events, career fairs and public relations efforts).	<input type="checkbox"/>
Share employee testimonials on social media.	<input type="checkbox"/>
Highlight the organization’s values and culture on social media.	<input type="checkbox"/>
Monitor and professionally address company reviews on job websites (e.g., Indeed and Glassdoor).	<input type="checkbox"/>

ADDITIONAL RECRUITMENT TACTICS	COMPLETED
Establish a budget for recruitment marketing and assign individuals accountable for executing specific strategies.	<input type="checkbox"/>
Ensure all job postings are clear and up to date.	<input type="checkbox"/>
Incorporate the organization’s EVP into all recruitment marketing content.	<input type="checkbox"/>
Plan out when, where and how various recruitment marketing content will be released. Determine if any of this content will be targeted to particular job candidates and, if so, how that affects the release timing and platform the content is posted on.	<input type="checkbox"/>
Promote job opportunities on social media (e.g., LinkedIn and Facebook).	<input type="checkbox"/>
Analyze and review career website metrics to see where improvements can be made.	<input type="checkbox"/>
Assess common recruitment analytics such as application completion rate, which is the number of completed applications there are over a certain period of time. Use these common analytics to evaluate the effectiveness of current recruitment marketing strategies and determine if they are producing the desired results for the organization.	<input type="checkbox"/>
Spend time improving the organization’s career website with features such as an FAQ section, social media links and an AI chatbot to answer additional questions from job candidates.	<input type="checkbox"/>

Employers can use this checklist as a guide when approaching recruitment marketing within their organizations. For further assistance with recruitment marketing or other resources on the topic, contact ToughComp.

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