



RECRUITMENT ADVERTISING & OUTREACH

Recruitment is not a one-time activity that begins with a job posting and ends with a hire; it is a continuous practice to find talent. HR can't do it alone, everyone is a recruiter; the hiring manager and the team.

Here's some tips for developing an advertising and outreach strategy:

- Ask your team for references. Reach out to the reference and invite them to apply.
- Use multiple channels to reach out to candidates (e.g. social media, online job boards, networking). If there is an online site for the profession, get involved in the site to connect with passive candidates.
- Know what it is about your agency or team that appeals to your target talent: work-life balance, flexible schedules, health insurance, retirement plans, contributing to the community, making an impact... what else?
- Participate in career fairs or better yet, provide training on applying for jobs and interviewing to better connect with talent.
- Develop a diverse list of contacts, and circulate resumes and job announcements.
- Conduct informational interviews.
- Actively circulate information about good job candidates.
- Change it up. Evaluate past recruitment strategies for similar positions and modify those that are no longer effective.
- Get involved with community organizations