

MASTERING S.M.A.R.T. TALENT MANAGEMENT

THE RIGHT

SOURCING · MARKETING · ASSESSING · RECRUITING

HIRE

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EXECUTIVE SUMMARY **10**

Chapter 3 | Using Media to Place
Your Job Advertisements

Using Media to Place Your Job Advertisements

In a day when new forms of media are obviously the rage of the day, it is easy to wonder if the older and more traditional forms – such as newspapers, magazines, and even websites – are still a beneficial way to advertise your job opening. The answer to this question is definitely “Yes,” but there are some conditions. The key to its usefulness is that it will depend on whether or not you do it right.

Doing it right requires that you use a disciplined approach and also that you use it in conjunction with your other employment branding efforts. You will also need to be professional in creating the ads and need to put them in the right places. Taking a haphazard approach is sure to lead to unsuccessful ads and wasted money.

Any kind of advertising for job openings, whether you plan on using radio, TV, the Internet, or newspapers, needs to be part of an ongoing strategy. You do not want to make the mistake of using it only to fill current job openings. All advertising should be done in conjunction with all of your other branding and sourcing techniques.

Using many forms of advertising at the same time, with all of them reinforcing the message of each other, creates a stronger and more unified force to accomplish your goals. This can be compared to an orchestra with every different instrument all playing the same piece – but playing different notes. Together, the effect is amazing. Just take one or more of those instruments away, though, and there is a noticeable lack – a changed tune.

In order to create the maximum effect you want, you need to use as many marketing tools and avenues as possible at the same time. This includes having a career website, blogging, social networking, face-to-face networking, and more. Removing just one member from the orchestra could produce a very noticeable difference in the results you achieve.



Use Many Forms of Advertising for Maximum Effect

Using various methods of advertising adds to your campaign, and, in a way, it greases the skids for your efforts to bring in top talent. When prospective candidates from all over see a unified message with high quality they will more quickly approach your organization about employment.

Where Can Ads Be Placed for Greatest Effectiveness?

Ads will have the greatest level of effectiveness when they are put in magazines and newspapers that your candidates are most likely to read. You can find out which publications will most likely be read, simply by surveying the top talent you already have in your employ. Ask them if they think that a particular magazine or paper is a good place to put an ad. (For those readers who are not in marketing – keep reading – there are other ways.)

Good advertising always aims at a particular audience. Each of your ads and promotional efforts should always have a specific targeted audience in mind. Whether you plan on using career websites such as Monster.com, CareerBuilder, Craigslist, or newspapers, trade association publications, college or university listings, or alumni publications and their websites, you need to know where the talent you seek hangs out for their information.

You can also discover the best places to advertise by talking to your new hires – those who have been there for 30, 60, or 90 days. Find out from them if they have any recommendations for finding new hires. In addition, find out from them where they learned about your job opening, and where they saw job openings for similar positions that attracted them. You will also want to find out what other types of avenues they used to find out about your type of job opening, such as job fairs, trade shows, symposiums, and learn where they went for training, recertification, etc. Another valuable piece of information you need to discover is what publications they read to stay updated on information in their field.

The most powerful advertising always uses more than just words. You also want your ads to be eye-catching with irresistible headlines. Keep their attention with motivating copy and have a powerful appeal at the end that moves them to act now. Here is the ad used earlier in the book *The Right Hire*:

NEW Emergency Room Needs Registration Clerk

Do you have pride in your health care career, do you care about people, does solving problems fulfill you... then you'll fit in well here, where we focus on developing our people, taking care of our customers & staff and have a customer satisfaction rating as one of the top hospitals in the country.




Prestige Medical Center is currently looking for Experienced medical office personnel! This extremely busy position requires a high energy, pleasant, professional person to handle a variety of duties.

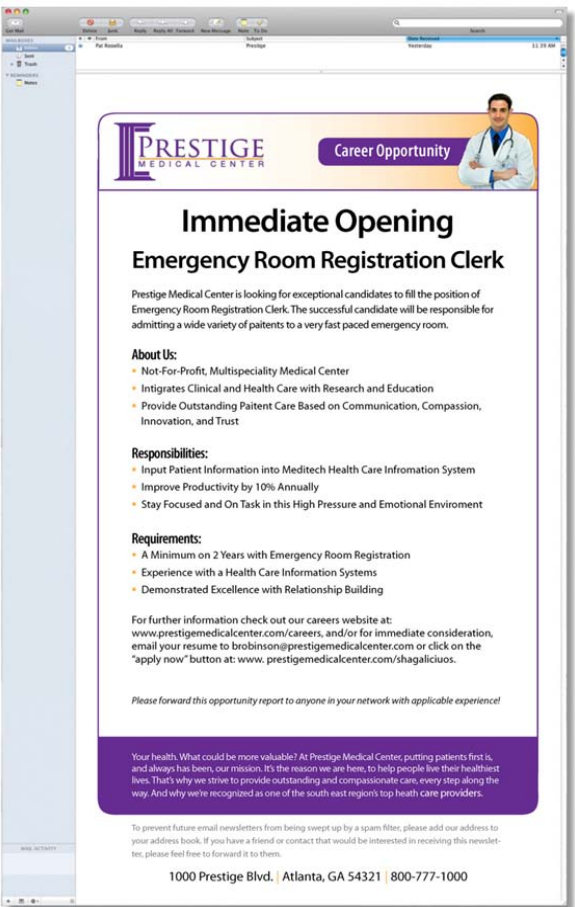
Qualified candidate will have 2+ years of Emergency Room Registration experience in a fast paced environment and experience with health care information systems, Meditech preferred.


Must be able to pass pre-employment background check, blood, drug, and TB testing. Candidate must be able to work all shifts, weekends and holidays.



For further information check out our careers website and/or for immediate consideration, email your resume to sandy@prestigemedicalclinic.com or click on the "apply now" button at: www.prestigemedicalclinic.com/greatopportunity/

In most cases, you can take one good ad and modify it to fit other mediums. Here is an example of how this ad can be modified to be used as an email piece that you can send to anyone:



PRESTIGE MEDICAL CENTER Career Opportunity 

Immediate Opening Emergency Room Registration Clerk

Prestige Medical Center is looking for exceptional candidates to fill the position of Emergency Room Registration Clerk. The successful candidate will be responsible for admitting a wide variety of patients to a very fast paced emergency room.

About Us:

- Not-For-Profit, Multispecialty Medical Center
- Integrates Clinical and Health Care with Research and Education
- Provide Outstanding Patient Care Based on Communication, Compassion, Innovation, and Trust

Responsibilities:

- Input Patient Information into Meditech Health Care Information System
- Improve Productivity by 10% Annually
- Stay Focused and On Task in this High Pressure and Emotional Environment

Requirements:

- A Minimum on 2 Years with Emergency Room Registration
- Experience with a Health Care Information Systems
- Demonstrated Excellence with Relationship Building

For further information check out our careers website at: www.prestigemedicalcenter.com/careers, and/or for immediate consideration, email your resume to brobinson@prestigemedicalcenter.com or click on the "apply now" button at: www.prestigemedicalcenter.com/shagaliciuos.

Please forward this opportunity report to anyone in your network with applicable experience!

Your health. What could be more valuable? At Prestige Medical Center, putting patients first is, and always has been, our mission. It's the reason we are here, to help people live their healthiest lives. That's why we strive to provide outstanding and compassionate care every step along the way. And why we're recognized as one of the south east region's top health care providers.

To prevent future email newsletters from being swept up by a spam filter, please add our address to your address book. If you have a friend or contact that would be interested in receiving this newsletter, please feel free to forward it to them.

1000 Prestige Blvd. | Atlanta, GA 54321 | 800-777-1000

Getting Started with Video - the Next Generation of Interviewing and Job Advertising

Many organizations today are already using video and Internet connectivity to perform tasks such as interviews and conference calls. By using high resolution video cameras, companies are finding they can reduce the time and cost of traditional interviews – and it makes travel a non-issue as well – allowing interviews to take place spontaneously with potential hires halfway around the globe.

Websites such as Video-View.com enable companies to perform a number of tasks through video that otherwise would take a lot of time. This includes pre-screening, a reduction in the number of phone calls, and in the number of interviews needed. Candidates respond to predetermined questions through that website, or you can also custom write questions for your specific needs, allowing you to decide to either continue with the interviews or remove candidates from the list that you want to pursue.

Companies can also easily use videos for advertising their open positions. A video job advertisement can show potential candidates what they need to know about the position, all about the company's facilities, and present the company's culture, too. Once completed, the video can then be posted at a number of prime places, such as the company's career portal, to blogs, LinkedIn, YouTube, Facebook, and other places.

Results from recent surveys clearly reveal that the use of video is growing, and can be expected to continue to do so. As many as 60 percent of all online adults have watched or downloaded videos, and about 20 percent will do so on a typical day. These numbers are growing. With this rapidly growing popularity of videos, it may not be long before video resumes will become a part of the mainstream candidate process.

One well-known company that seems to be driving the popularity of videos for posting jobs is Monster.com. They have upgraded their static black on white page for posting jobs, and now call it "VideoPLUS: Careers That Move." When you look at many job postings now on Monster.com, you may see an icon for video next to it, which indicates that it has a video posting available.

Monster.com is also using other tools to promote job postings by video. They are now working with various newspapers and creating various websites for their neighborhoods. As an example, I can search for a community called Emerald Coast Jobs, and find several job openings there. On the day I looked, there were several videos advertising healthcare job opportunities.

Another website that also offers companies the opportunity to present their job opening videos is CareerTours.com. The



Isn't It Time to Enhance Your Company's Image with Video?

number of companies that have videos announcing their open job positions is growing each day.

In case you are wondering whether or not job posting videos are effective, this question can easily be answered by looking at the record of a large company. One of the largest recruiting firms in the world, which operates on a contingency fee basis, is Management Recruiters International. They have been using videos for the job postings that they have, and are now receiving five times the number of applicants. There is also a report that shows that the revenue to be earned from online ads will be more than \$11 billion by the year 2012 – and you can be sure that much of it will come from video. Even government organizations, such as the U.S. Army are now successfully using video in their recruitment efforts.

If you are ready to use videos as the way to advertise your job opening, you want it to be as effective as possible. Talk to your top talent for ideas that will get their attention and keep it, and also be sure to find out what elements will most likely turn them off. Take time to take a look at what kind of videos your employees are posting on YouTube, and on their own professional blogs. This will help you understand what motivates and interests them and it will give you ideas about how to attract more employees like them.

When put altogether, the bottom line is that you need to build a strong employment brand so that you can attract and keep high performers!

THE RIGHT HIRE

“The most important decisions that business people make are not *what* decisions, but *who* decisions.”

- Jim Collins, Author of *Good to Great: Why Some Companies Make the Leap... And Others Don't*



In most organizations, making the right hire means the difference between success and failure. This book helps you recruit great people and keep them loyal to the organization by helping you understand, assimilate and execute today's best processes, programs and practices for Sourcing and Marketing to potential candidates, Assessing and Recruiting top talent, Retaining & Training employees and Transforming your organization for the better.

What you will learn from this book

- How to successfully execute the all-important preparation stage of talent sourcing
- What to do to bring into alignment the whole interview-selection team
- Where to scout, network, and narrowcast in order to recruit the best candidates
- What techniques to use to screen and assess talent using proven tools
- How to use behavioral-based questions and interviewing techniques to uncover quality information that leads to great hiring decisions
- What can be done to dramatically improve the negotiations, offer, acceptance, start date and on-boarding processes
- And much, much more...

“People interviewing have choices, and *The Right Hire* presents the right things to do not only attract the top talent, but also to assess for culture fit, personal characteristics, experiences and credentials that will fit with your opportunity. With the growing need for companies to hire the very best talent available, *The Right Hire* is a must read.”

- Steve Watson,
International Chairman, Stanton Chase

“Too often making the right hire is seen as a matter of luck. It should not be. Follow the steps in this book and it will improve your success rate dramatically.”

- Yves Lermusi, CEO, Checkster



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in paperback and
hardcover!**

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www.ropella.com/therighthouse



Patrick B. Ropella is Chairman & CEO of the Ropella Group, a 25-year-old international Executive Search, Leadership Transformation, and Corporate Consulting firm in Florida with clients among the world's most prestigious corporations. The Ropella Group focuses on working with mid-level management and executive-level leaders regarding their search, leadership, and/or consulting needs across most roles and functions. Patrick authored the book and web based training program, *The Right Hire – Mastering the Art of SMART Talent Management*. The SMART Talent Management System covers Sourcing, Marketing, Assessing, Recruiting, Retention, Training and Transforming top talent. Patrick's status as a thought expert, and writer on talent management & leadership has been promoted, featured and published in a wide variety of trade magazines and business publications, and leadership and executive search industry blogs and journals. Patrick regularly speaks at webinars, career fairs, conferences, trades shows and more. For more information about Growing Your Great Company through Ropella services, visit www.ropella.com, or call Patrick Ropella at (850) 983 - 4777.