

Build a Case for Data Driven Recruitment Marketing



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Agenda

1 Who am I?

2 Why are we here?

3 Lessons Learned



@celly_speaks

BIO

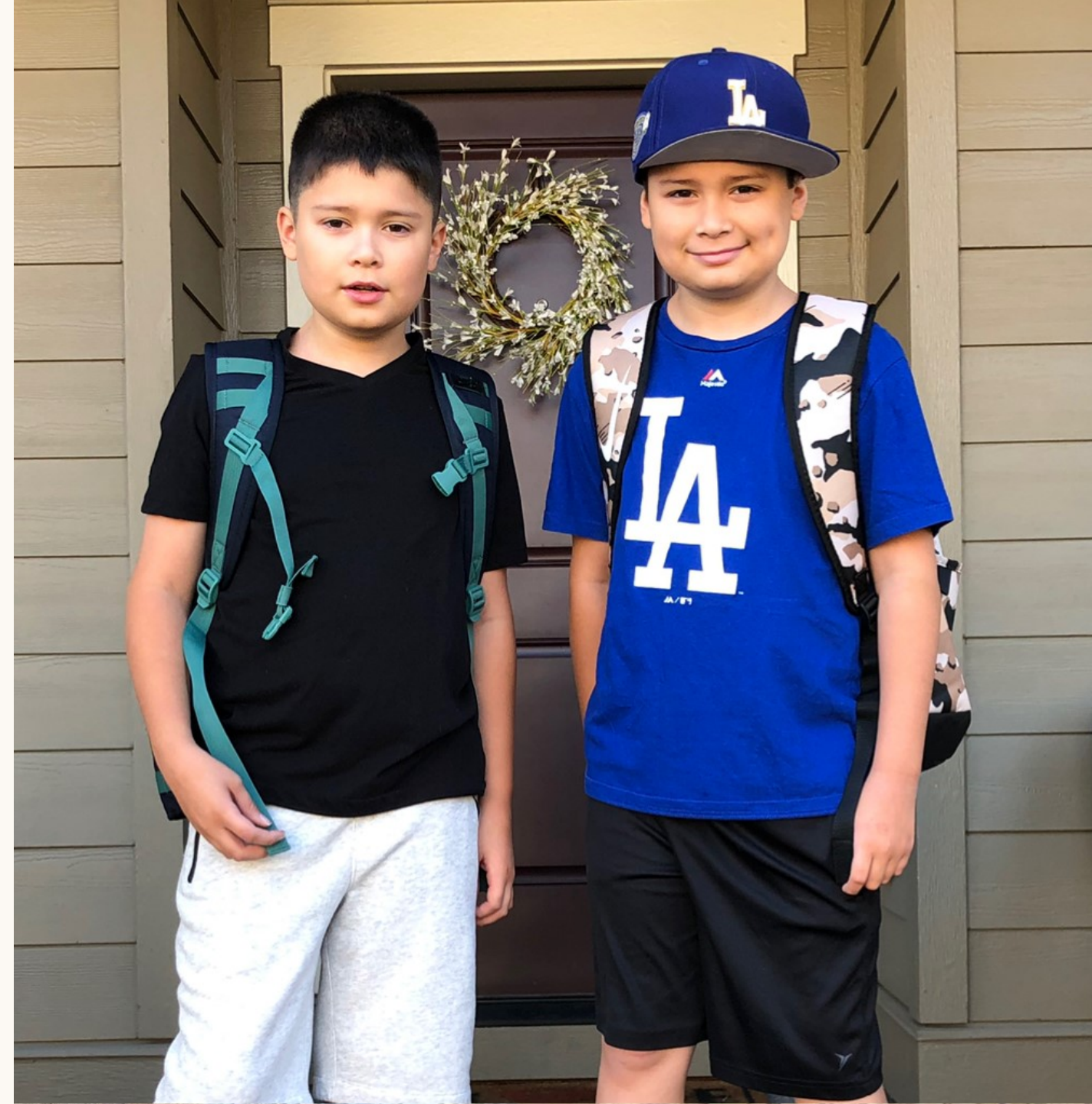
- Director @ Visa
- Portland, Oregon
- Chilean

HERSTORY

- Nike, Oracle, HP Alum
- Recruiter by trade, passionate about branding & marketing

FUN FACTS

- Pop Culture Aficionado
- Natural Storyteller
- Fueled by Starbucks
- Mom to Identical Twins



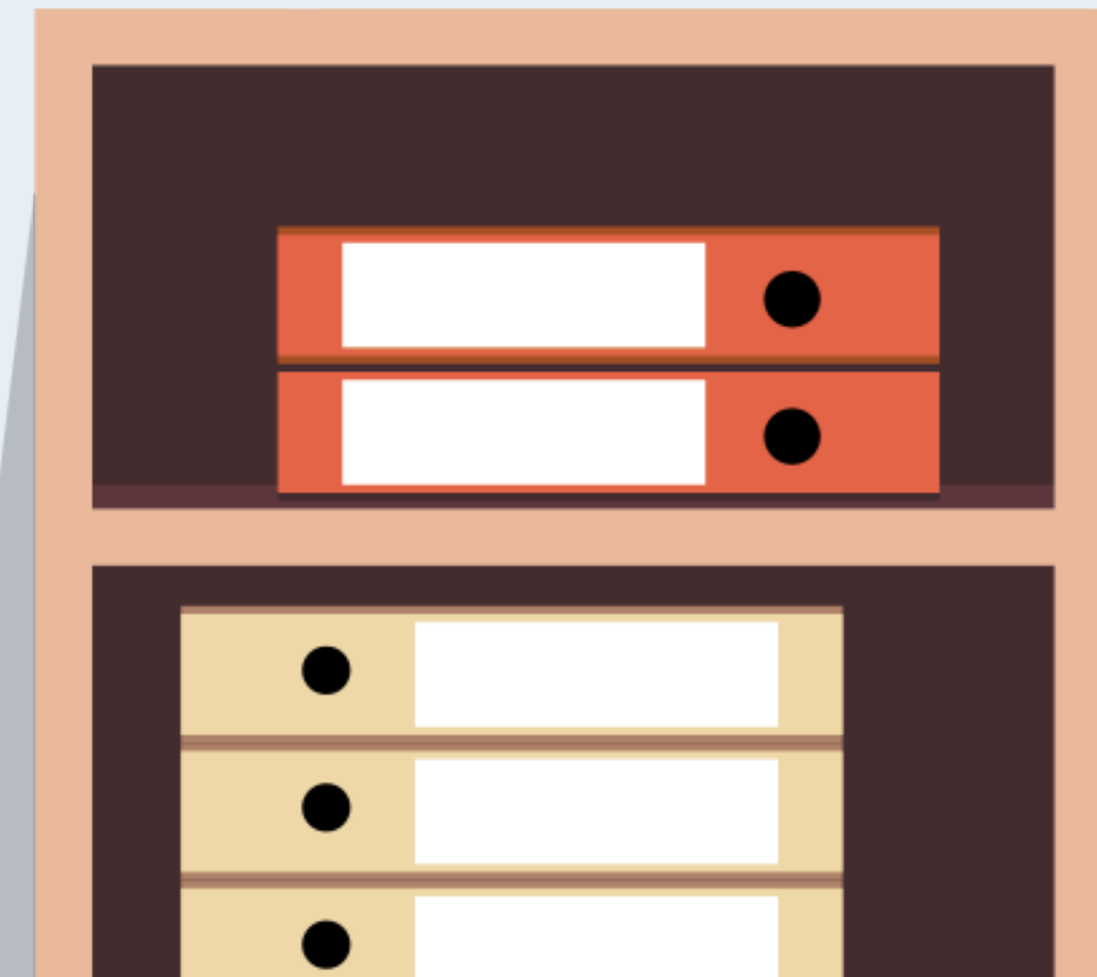
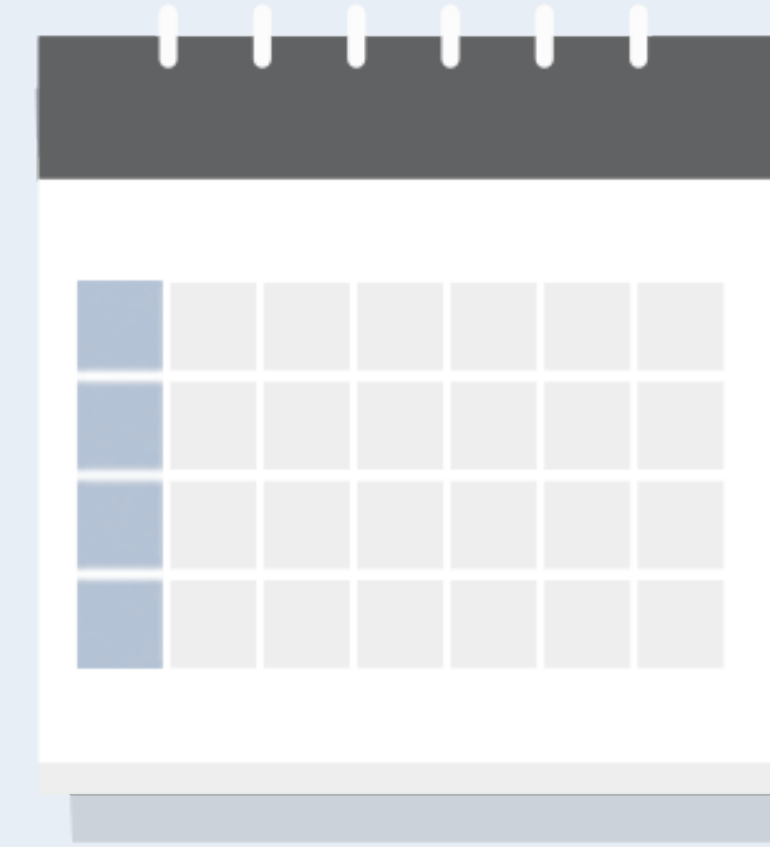




What is Recruitment Marketing?



Recruitment Marketing refers to the strategies and tactics an organization uses to find, attract, engage and nurture diverse talent *before they apply for a job.*





LESSON LEARNED

1 BUILD YOUR SQUAD

Who should have a seat at your table?

Recruiter



Employer Brand



Marketing



Hiring Manager



Employees



Diversity & Inclusion





**Challenge
vendors to be
*thought
partners***

***After you meet with your
internal partners, engage
vendor partners & share
your recruiting challenge!***





LESSON LEARNED

2 DATA IS YOUR HOMIE

Intake Checklist

- ✓ Provide education on the state of the industry & market trends
- ✓ Learn the context of what makes the job special
- ✓ Ask questions about the candidate profile
- ✓ Challenge the hiring manager on the most important skills & characteristics
- ✓ Ask for budget and timelines



Create partnerships that can help speed up the process for future hiring



Data Sources

- Focus Groups
- Employee Surveys
- Current Talent Pipelines
- Former & Current Applicants
- Workforce Analytics
- Career Site Metrics
- Google Analytics
- White Papers & Reports
- Workforce Insights
- Benchmarking Tools
- Market Trends
- Thought Partners
- Potential Vendors
- External Consultants & Agencies



LESSON LEARNED

3 BE WISE, PERSONALIZE

Every Human is Different.

**Every Industry is
Different.**



Personalization Checklist



Who are they?



**What is their job?
What do they do every day?**



**What is their level of experience?
Professional and Educational?**



What characteristics are you looking for?



Where are they located? Is relocation available?



Where do they hang out? What do they like to do?



**The world is not
one size fits all ---
why do we have a
“one size fits all”
Recruitment
Marketing
Strategy?**



Thank you.