

Pick your 5 highest volume jobs and update the job descriptions to be job postings*

TOP OF FUNNEL

Job postings, job sourcing, and job boards

- Align your sourcing channels with prioritized talent pools to meet talent you want to hire
 - Implement recruiting programs that will support recruiting objectives (lower costs, increased efficiencies, reduced training times, etc.)

MIDDLE OF FUNNEL

Candidate assessments/ selection and continous communication

- Leverage an Applicant Tracking System (ATS) to create different application processes on your career page
 - Tailor/brand all communications from ATS
 - Ensure your application is mobile-friendly (mobile-first for hourly roles) and incorporate prescreening questions into process

BOTTOM OF FUNNEL

Onboarding until their first day

- Give property tours, meet-and-greets, and company-branded swag to prospective hires
- Make sure everyone in the recruiting process supports your communications strategy
 - Streamline your offer management process to make offers contingent on background checks and drug screenings

Report by Marcelo Mackinlay of Mavix Consulting.

*Note: "job postings" are the content an organization uses to attract applicants. Most organizations use a modified version of a "job description," typically used for performance or compensation. Research shows organizations that modify their postings to highlight important information aligned with marketing materials will see an increase in applications.