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# Create A Communications Strategy to Engage Candidates



Are you doing enough to engage your candidates? Thanks to a rebounding economy and a well-documented skills shortage, candidates have more choices than ever before. A first-class candidate experience may be the difference-maker in an increasingly competitive recruitment environment. Use this checklist to develop a communications strategy that addresses every angle of candidate engagement.

## Build Candidate Engagement Into Your Firm's DNA

- Commit to candidate engagement
- Appoint an executive sponsor
- Brand your candidate engagement plan to build excitement
- Set aside time for it during the working week (ex.; *follow-up Fridays, 2-3:30pm*)
- Incentivise success (ex.; *create competitions and/or a rewards structure*)

## Develop Your Strategy

- Evaluate necessary partners (*This may be one of your first steps after determining you'd like to build a candidate engagement strategy. They should be able to help you develop your strategy and execute on it.*)
- Identify which audience segments you'll engage (ex.; *current contractors, top candidates, recent applicants, etc.*)
- Determine how frequently you'll engage with each group
- Figure out which methods you'll use to communicate at each step
- Build your content plan (*i.e., develop a general idea of what you want to say to each group at each step*)
- Review your job application follow-up process and investigate how well recruiters are currently following up
- Define success, identify clear metrics you'll use to determine your ongoing investment in candidate engagement (*\*Note: the original source of a candidate will rarely come from 'Candidate Engagement' - be sure to track appropriately.*)

## Execute Your Candidate Engagement Plan

- Develop or source content for each audience segment you identified
- Build emails and phone scripts (*aim to create enough to cover the first 3 months*)
- Segment your audiences using your Applicant Tracking System's (ATS) filter/search/sort/list systems
- Create the necessary workflows in your ATS and partner systems
- Optimise your **follow-up** attempts with **difficult-to-reach** candidates
- Teach recruiters the process so they'll know exactly what to do and what to expect
- Provide clear instruction on timing and priority for recruiters (*ex.; call people coming off contract first, then top candidates, etc.*)
- Teach recruiters how to easily personalise messages and provide them with examples
- Direct each recruiter to find an online and offline networking group to join
- Teach recruiters the importance of conversations over promotion

## Coordinate Your Marketing Efforts

- Review your employment brand and look for opportunities to improve it
- Review your Glassdoor ranking and regularly track it
- Analyse your website to ensure it contains candidate-focused messaging and resources
- Evaluate your job search and apply process: Is it mobile-friendly? Is it quick and easy? What do your automated response(s) to applicants say?

## Analyse Your Results

- Review responses to your candidate engagement efforts
  - Look at metrics from each segment and each message
  - Talk to recruiters and candidates to get their feedback
- Review your success metrics (these will be different for each recruitment agency)

**Remember, your candidate engagement strategy is an investment in the future of your agency. You'll see some early wins, but candidate engagement is a long-term strategy that requires consistent commitment. To see real success with your candidates, develop your communications strategy and enhance it on a quarterly basis.**

