

Talent + Store

T.A.L.E.N.T. Strategy

A = Advertising and Outreach

- What should you say to attract the right candidate?
- How should you say it?
- Where should you say it?

After creating the Talent Avatar, and having finalized the Job Description, you are ready to get your opening in front of the right people through job posting, advertising, networking, and direct outreach.

What you should say:

- ✓ Define your organization –the elevator pitch about what you do, how you fit into the market or community, and what problem you’re solving
- ✓ Call out the position – 1-2 sentence role title, key focus, and how it fits in the org
- ✓ Who’s a best fit – skills, experience, passion, and success factors you’re seeking
- ✓ Share the “Why” – passion connection, career path, benefits, and perks; why would someone want to come on board in this role

How you should say it:

- ✓ Job Ads – sponsored or free
- ✓ Email lists
- ✓ Social media
- ✓ InMail outreach
- ✓ Alternative advertising – radio, newsletters, etc.

Where you should share it:

Home in on the network channels and strategic pipelines that make most sense.

- ✓ Which Job Boards have the eyeballs you want to target?
- ✓ Where should you invest in paid ads?
- ✓ Are there strategic partners to network with?
- ✓ What associations or certifications would the right candidates be affiliated with?
- ✓ Can you leverage your leadership and/or board?
- ✓ Are there customers or clients to network with?
- ✓ Search out those doing the job now and directly message

