



WHERE TO GET STARTED

Launching a Digital Recruitment Marketing program can feel like a big undertaking. How do you know where to start? We have a few questions to help you identify your top priorities!

1 Website Review

- Is your website's career section as strong as your career page?
- Is it easy to find open positions, or do they need to hunt for it?
- Is it mobile friendly?
- Are you using a chatbot to streamline their journey?

2 Application Review

- How long does it take to complete the application (Desktop vs. Mobile vs. Tablet)?
- Does your application require attachments?
- Once an application is submitted, how long before the initial response by phone or email?
- For your last hire, did you ask them for feedback on their experience?

3 Messaging and Content

- Does your job req. language describe a career or a list of requirements with dos and don'ts?
- Does your website involve video content?
- Are you clearly selling what's in it for the applicant?

4 Current Tool and Priority Audit

- What are your key priorities for recruitment?
- What roles do you have the most open req.s for?
- What roles are hardest to fill?
- What existing tools do you have and how much do you spend monthly on each?
- How many hires can you attribute to each individual tool? Are some more effective than others?



OPEN STRATEGY
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Have Questions?

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