

Big volume means big hiring challenges. How do you succeed?

Optimising every talent touchpoint will boost your employer attraction and accelerate the hiring process.

Candidate experience is a deciding factor in whether or not you make a successful hire. It doesn't matter how great your EVP sounds if it's not reflected in the various touchpoints along the candidate journey.

By working with clients to map and evaluate these critical touchpoints and ensure they deliver a great experience, we are able to ensure that all the hard effort that goes into attracting and wooing candidates results in a high percentage of conversions. This is especially crucial to volume hires.

CHALLENGE

How do you accelerate volume-hiring of clinical staff in a tight UK labour market?

SOLUTION

By researching the UK and European market and auditing the key talent competitors, we were able to create a highly targeted recruitment marketing campaign, spearheaded by a new EVP and supported by a redevelopment of the careers pages online, plus advertising and collateral. The EVP was applied to critical touchpoints of the candidate journey to improve conversion.

RESULTS

Increased conversion from web site. Improved time-to-hire. Increase brand awareness. Reduce cost of hire.

SERVICES

Brand consulting, creative development, digital and campaign design.



For a friendly and informal chat about your requirements, drop us a line at brand@cielotalent.com and one of our consultants will get in touch.

www.cielotalent.com/services/employer-brand-practice

