



Recruitment Marketing

by

Raye Kimberlin

HR manager solicits help from marketing with recruitment efforts



OBJECTIVES

With the expansion and growth at the Sharefax headquarters, along with the upcoming retirement of several key employees, the Human Resource department faced a major challenge of filling many vacancies.

RECRUITMENT MARKETING

The marketing department created social media posts and ads to help promote current job postings. They also assisted with a hiring event that offered free pizza, on-site interviews and a chance to win gift cards and prizes.

To improve the applicant experience, the website, was redesigned with a new online application form and refreshed careers landing page. Also, new branded social media ads were created to support the recruitment effort. The marketing department is working with its media partners on a proposal to help HR develop a budget for recruitment marketing.

As part of the diversity initiative, marketing also provided resources to HR to help with recruiting bilingual job applicants. The marketing team also shared contacts with local schools seeking career exploration opportunities for their graduating senior students.



“Redesigning the career page was a great project. Also using my background in DEI, EEO, and recruitment gave me insight on what tactics and strategies we could add to the talent search process.”

Raye Kimberlin
Sharefax Credit Union

“As the Business Development representative at the credit union, I was able to connect our HR department with the Hispanic Chamber and the local schools to help fill our vacant positions.”

Deb Lopez
Sharefax Credit Union

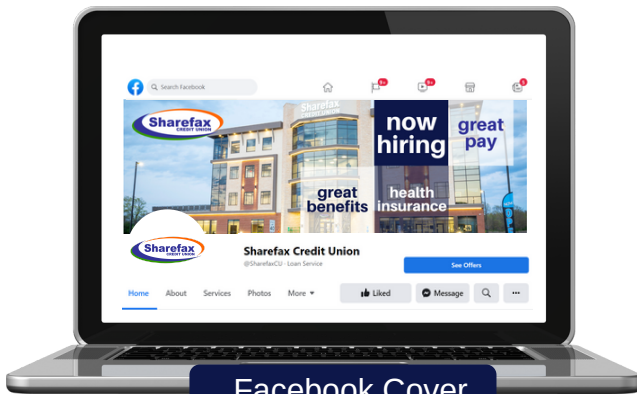
Recruitment Marketing



Business Card Flyer with QR Code



Social Media Ad



Facebook Cover



Branch TV Monitors



ATM Ad



Social Media Post