



How Agencies Can Win in Recruiting the Best Candidates

Presented by

MONSTER
GOVERNMENT SOLUTIONS

Introductions

- Susan Fallon Brown, Vice President, Global Strategy and Business Development, Monster Government Solutions
- Kevin Hall, Director of Capture Management, Monster Government Solutions
- Brendan Connerty, Strategic Account Manager, Monster Government Solutions



TECHNOLOGY HAS RADICALLY CHANGED RECRUITMENT



Talent Acquisition is Overwhelming and Ineffective



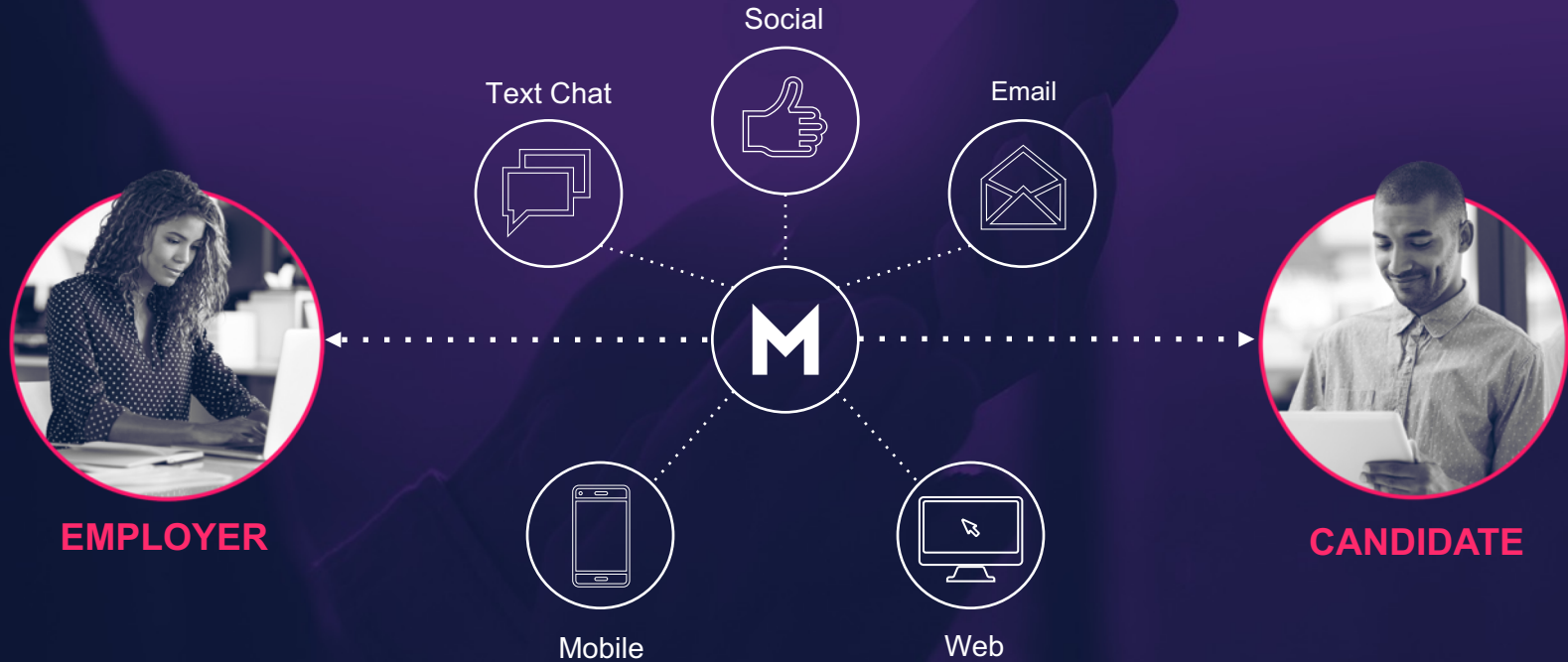


TALENT ACQUISITION IS STILL A PEOPLE BUSINESS.



MONSTER
GOVERNMENT SOLUTIONS

A Personal Experience at Every Touchpoint



Rethinking Recruitment



Attracting Talent



Selecting Talent



Retaining Talent

Rethinking Recruitment – Attracting Talent

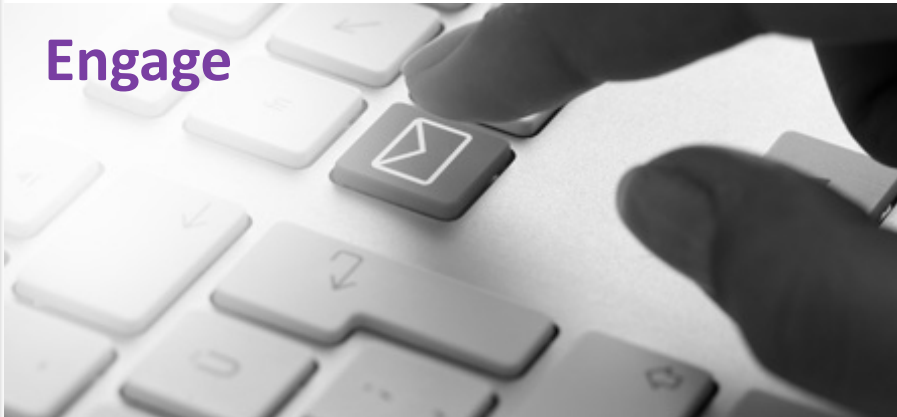
Target



Search



Engage



Convert



Rethinking Recruitment – Selecting Talent



Refer



Select



Onboard



Retain

Rethinking Recruitment – Retaining Talent

- Retain & Grow
- Starts with ...
Attracting Talent
(i.e., Your
Recruitment
Strategy)



What is Your Agency Brand?



Why is Branding Important?



58%

of applicants believe employer brand is the most important consideration when evaluating potential employers



85%

of job searches start with a search engine



70-95%

of applicants land on your site and leave without engaging with you on any level

Why is Branding Important?



of job seekers would not take a job with a organization that has a bad reputation, even if unemployed



of federal workers are eligible to retire in 2017



BLS research shows that more jobs are becoming available at the same time fewer candidates are entering the job market

- Employers with a strong talent brand drive **2x the amount of applicants** per job compared to other organizations
- **47%** of organizations say that **Social Media** (Facebook and Twitter) is the most effective employer branding tool
- Research says that **cost of hire goes down by 40%** and retention **goes up by 30%** with a strong employer brand

STRONG
EMPLOYER
BRAND

↓ 40%

COST OF HIRE

↑ 30%

RETENTION

Source: <http://www.recruiting.com/articles/the-case-for-employment-branding/>
https://business.linkedin.com/content/dam/business/talent-solutions/global/en_us/c/pdfs/GRT16_GlobalRecruiting.pdf

Share Your Employer Brand






WHERE TO GET STARTED?



Social Media & Recruiting



73% of organizations hired successfully using social media¹

59% of recruiters rated candidates from social networks as being of the "highest quality"²

Recruiters report that it takes **20% less time** to make a hire when they use social media³

Source: 1) Job Seekers: Social Media is Even More Important than you Thought, Brooke Torres, themuse.com, <https://www.themuse.com/advice/job-seekers-social-media-is-even-more-important-than-you-thought>

2) Job Seeker Nation Study <http://web.jobvite.com/rs/jobvite/images/2014%20Job%20Seeker%20Survey.pdf>

3) Pew Research Center, Survey based on 65% of Americans who use social media. Survey conducted June 10-July 12, 2015. Sample size = 2,001

Audience Engagement

50 Minutes
on Facebook

2.8 Hours
Watching TV
and Movies

1.07 Hours
Eating and
Drinking



19 Minutes
on Reading

17 Minutes
on Sports and
Exercises

4 Minutes
on Social Events

Behind the Targeting

Monster's Multi-Dimensional Targeting leverages recruitment-related behavioral data (resume and profile info) combined with social activity to form a better picture of candidates – and deliver the right ads to them.

- **Monster Footprint:** Resume Data
- **Twitter Footprint:** Keywords, Follows, Interests, Activity, and Location
- **Facebook/Instagram Footprint:** Profile Data, Industries, Job Titles, Interests, and Location



Monster Social Job Ads

Spread the word about your job openings on Monster, in your ATS, or on your career site, to a highly targeted audience on Facebook, Twitter, and Instagram.

- **Automated, targeted** social distribution to qualified candidates with immediate performance
- **Reach passive and active candidates** that are not currently following you
- **Grow** your social media presence by adding followers and more

Active Monthly Users



Sources: <https://www.statista.com/statistics/282087/number-of-monthly-active-twitter-users/>,
<https://www.statista.com/statistics/253577/number-of-monthly-active-instagram-users/>,
<https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>

Monster Career Ad Network

Enhance your talent pools and extend the reach of your Job Ads to more qualified candidates.



Extends Reach: Generates additional exposure and drives traffic to deliver the right candidates faster



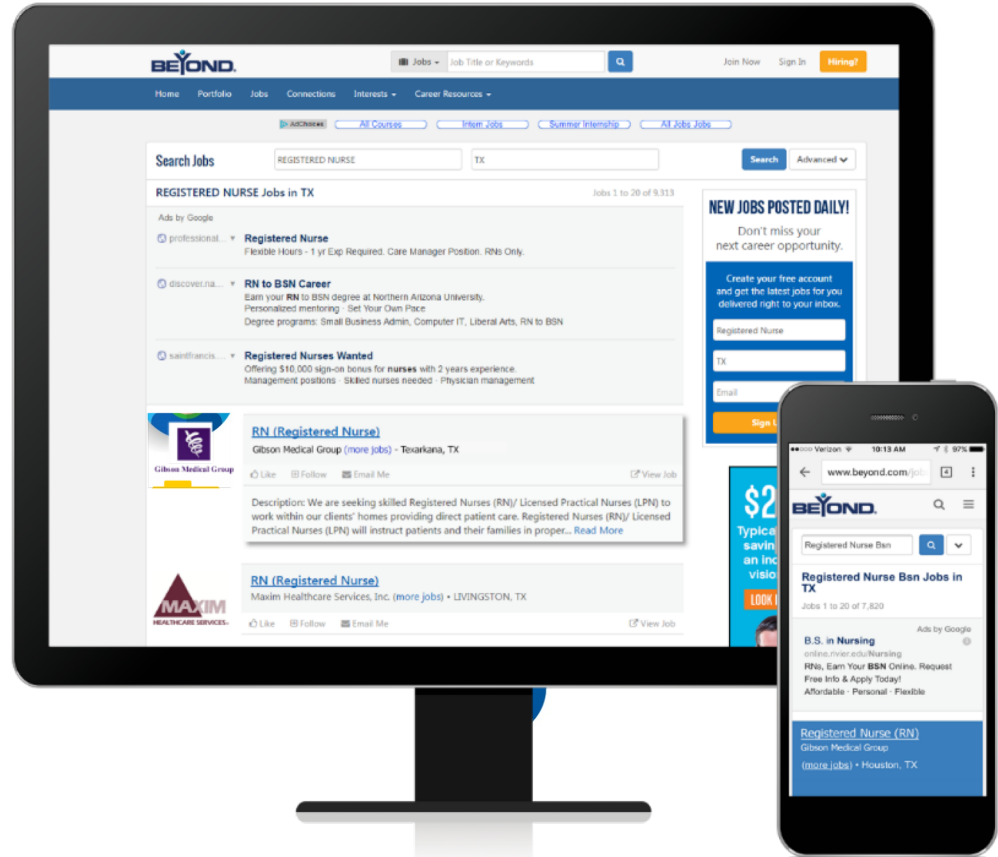
Precision Targeting: Attracts quality candidates by strategically displaying Job Ads to only relevant seekers



Turnkey: Utilizes existing Job Ad information for easy implementation with no additional work or creative content required



Mobile Optimized: Automatically serves cross devices to reach candidates on all PCs, tablets and mobile devices



Monster Premium Job Ads

Monster Premium Job Ads help you meet qualified candidates where they already are, and deliver you guaranteed performance outcomes so you can quickly hire the best talent for your organization.

- **Guaranteed Results:** Receive at least 50 apply starts* or 14 days of social distribution
- **Fast & Easy:** Setup is quick – with just a few clicks
- **Targeted Distribution:** Matching technology puts your job ad in front of the right people in the right place, so you can recruit top candidates more effectively
- **Social Recruiting:** Monster's advertising ecosystem on Twitter and Facebook allows for targeting that fits the requirements for each specific job
- **Bonus Resumes:** You'll receive up to 20 resumes matching your requirements from our expansive database
- **Mobile Optimization:** Your ad is set up to reach qualified candidates on desktops, tablets, and mobile devices
- **Performance Analytics:** Monthly reports highlight job ad performance across all distribution channels

*Apply starts = click throughs

PREMIUM JOB AD

GUARANTEED RESULTS

EASY SETUP

SOCIAL RECRUITING

MOBILE OPTIMIZATION

ANALYTICS

ACME CAREERS

FIND YOUR JOB: REGISTERED NURSE TX Search Advanced

REGISTERED NURSE Jobs in TX Jobs 1 to 25 of 8333

- Registered Nurse
Flexible hours - 1 yr Exp Required. Care Manager Position. RNs Only.
- RN to BSN Career
Earn your RN to BSN degree at Northern Arizona University
Personalized mentoring | Set Your Own Pace
Degree programs: Small Business Admin, Computer IT, Liberal Arts, RN to BSN
- Registered Nurses Wanted
Offering \$70,000 sign-on bonus for nurses with 2 years experience
Management positions | Skilled nurses needed | Physician management

RN (Registered Nurse)
Gibson Medical Group (more jobs) • Tomball, TX

Description: We are seeking skilled Registered Nurses (RNs) / Licensed Practical Nurses (LPNs) to work within our clients' homes providing direct patient care. Registered Nurses (RNs) / Licensed Practical Nurses (LPNs) will instruct patients and their families in proper... [Read More](#)

BETTER HEALTH SERVICE

RN (Registered Nurse)
Mason Healthcare Services, Inc. (more jobs) • LIVINGSTON, TX

ACME CAREERS

Registered Nurse Bsn Jobs in TX Jobs 1 to 25 of 7,820

- Registered Nurse (RN)
Gibson Medical Group (more jobs) • Tomball, TX
- Registered Nurse (RN)
Gibson Medical Group (more jobs) • Tomball, TX
- Registered Nurse (RN)
Gibson Medical Group (more jobs) • Tomball, TX

BETTER HEALTH SERVICE

TWITTER

MONSTER
GOVERNMENT SOLUTIONS

Monster Super Search

Target more active candidates with Monster Super Search. Find and rank the best candidates; automatically reach out and follow up and monitor progress - all in a single tool.

- **Instantly searches, finds, and ranks candidates** against customer's criteria for any job or location
- **Filter for your requirements:** skills, experience, education, location, etc.
- **Personalized messaging:** customizable emails with auto-messaging capabilities
- **Real-time performance analytics** for continuous improvement and planning
- Combines Monster's vast resume database and powerful semantic search into a **single tool**

*Apply starts = click throughs





CASE STUDIES



Government Law Enforcement Agency

Goal:

Identify and attract candidates interested in law enforcement in specific locations. Engage and build pipeline.

Challenge:

Facing hiring challenges in the interior of the U.S. and facing high growth while competing for talent in a strong employment market.

Solution:

Used Super Search – Full Service to target candidates in high-need markets, email them, and drove interested candidates to job postings on Monster. Also used Social Job Ads to share new brand at scale.

Success:

Social Job Ads:	66,053	Social Job Ads impressions served audiences on Twitter & Facebook
	738	Likes, retweets, or comments
	462	Candidates sent to job posting
Super Search:	50,000	Personal emails sent to targeted Monster users in specific locations
	22,195	Email opens
	2,879	Clicks on job posting link

Government Retail Store Chain

The Goal:

To reach a cross section of skill sets required for the operation of their large and geographically diverse operation. Roles include contract specialists, IT professionals, marketing professionals, store managers, and commercial construction managers.

The Challenge:

Was not leveraging new tools and social networks as an extension of their more traditional recruiting practices.

The Solution:

To supplement their resume search license and Monster Job Ads as well as their presence on USAJOBS; Social Job Ads were added to deliver their message to an entirely new candidate pool.

Success:

Social Job Ads:	85,935	Social Job Ads impressions
	781	Engagements (Likes, retweets or comments)
	526	Job views

US Government Agency

Goal:

Hire IT professionals for overseas assignments.

Challenge:

To increase candidate reach, educate candidates about organization and its mission, and to utilize tools that put control in the hands of the recruiters.

Solution:

Monster Job Ads and Power Resume Search License.

Success:

Monster Job Ads: 7,159 Job views over 5 month period
624 Apply clicks

Power Resume Search: Daily access to millions of searchable resumes and the means to rank, share, and engage candidates.

Research Agency Hiring Scientists – New to Monster!

Goal:

Hire scientists for assignment at sea and build awareness – and pipeline – among those with STEM backgrounds/majors.

Challenge:

Few candidates in pipeline and lack of brand awareness among younger demographic.

Solution:

Includes Monster Premium Job Ads, Career Ad Network, Social Job Ads, and Employer Branding Template.

Success: We're optimistic!



Questions?

MONSTER
GOVERNMENT SOLUTIONS



Thank You!

Ania Baca VanDeusen
Sr. Marketing Manager
ann.baca@monster.com
703.344.8834

MONSTER
GOVERNMENT SOLUTIONS