

Recruitment Is Marketing: How to Reach Your New Workforce

What every senior living organization should know about recruiting in today's highly competitive talent pool.



Hi, there!

I'm so glad you've taken this first step toward growing your expertise in senior living recruitment. It's not a topic that's often discussed, and I know many of us are juggling a variety of other duties in addition to recruitment.

That's why we created this course: to help you learn, grow, and plan a strategy your organization can start using today to increase the number of applicants, keep them from dropping out of the recruitment funnel, and retain the staff you already have. And it's all at your own pace, so you can fit this course into your busy schedule.

This worksheet will help you keep track of everything you learn during the course and provide a framework you can use to start putting your ideas into action. We've all been there: We watch a video with the best intentions but quickly forget what we've learned.

That's why I suggest spending dedicated time watching each video and pausing as needed to take notes. We've also included questions in each section to help spark ideas and get you started on a recruitment strategy for your organization.

If you have any questions during the course or want to schedule some time to chat one-on-one, feel free to reach out!

Best,



Melissa Smalley

Melissa Smalley, MBA, LNHA

[Click here to email me!](#)



MODULE 1

Why Your Recruitment Strategy Isn't Working

My notes:

Where do you think your current recruitment funnel has gaps or could be improved?

What are some goals you'd like to achieve by the end of this course? Map out 2-3 concrete ideas here. You can come back to them in upcoming modules.



MODULE 2

Recruitment Messaging: How to Talk About What Makes Your Company Unique

My notes:

What do you think your current company's "personality" says to candidates?
What would you like it to say?

What are some ideas you could use for your employee value proposition?
Hint: What do you think is most important to your candidates?



MODULE 3

Digital Strategies for Recruitment Marketing

My notes:

Who is your ideal persona/candidate? What do they want in a job, how do they search and how they are best engaged?

What promotional strategies are working best right now? What are some that may be worth trying?



MODULE 4

Traditional Strategies for Recruitment Marketing

My notes:

What traditional strategies are we trying that are working? What are some we should explore more?

How are we encouraging current employees to refer others?



MODULE 5

Increasing Engagement in the Hiring Funnel

My notes:

Action item: Try applying for a job on your website. Take notes of what you like and dislike, and write down any ideas you have to make the process smoother.

How are you building relationships with your candidates in the hiring process? What are ways you could improve this while also making it easier for your team?



MODULE 6

Boosting Employee Retention

My notes:

How would I rate my organization's effectiveness in the preboarding, orientation and onboarding stages?

What feedback have we gotten from new hires that we could use to help improve our process?



WRAP-UP

Putting your recruitment plan into action

- Analyze your current recruitment strategy and data. What's working and not working?
- Map out a strategy based on your analysis.
- Review your hiring and onboarding process. Identify areas of improvement.
- Review your employee retention plan. Identify areas of improvement.
- Set your recruitment and retention plan into action! It's OK to start with small steps and make adjustments over time.
- Need a second opinion or a recruitment expert to help with your analysis and strategic plan? Contact Marketing Essentials today!

If you're facing hiring or retention challenges, our senior living recruitment experts can help. Let us help you create a strategic plan that will get the results you need, fill those open positions and get you back more of your time.

Contact Marketing Essentials to set up your free consultation session. We'll discuss your organization, review your goals and talk about ways we could help you reach them.

[Request a Consultation](#)

We hope to hear from you soon. Happy recruiting!



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