

## GET MORE FROM TALENT ACQUISITION

With strategic recruitment marketing efforts, you can significantly increase your reach to a higher caliber of qualified candidates.



As a niche career resource serving the call center community, Call Center Jobs helps you reach beyond active candidates to engage with the passive candidate audience by creating awareness of your call center, increasing your ability to attract qualified employees, and strengthening your talent pipeline for current and future positions.



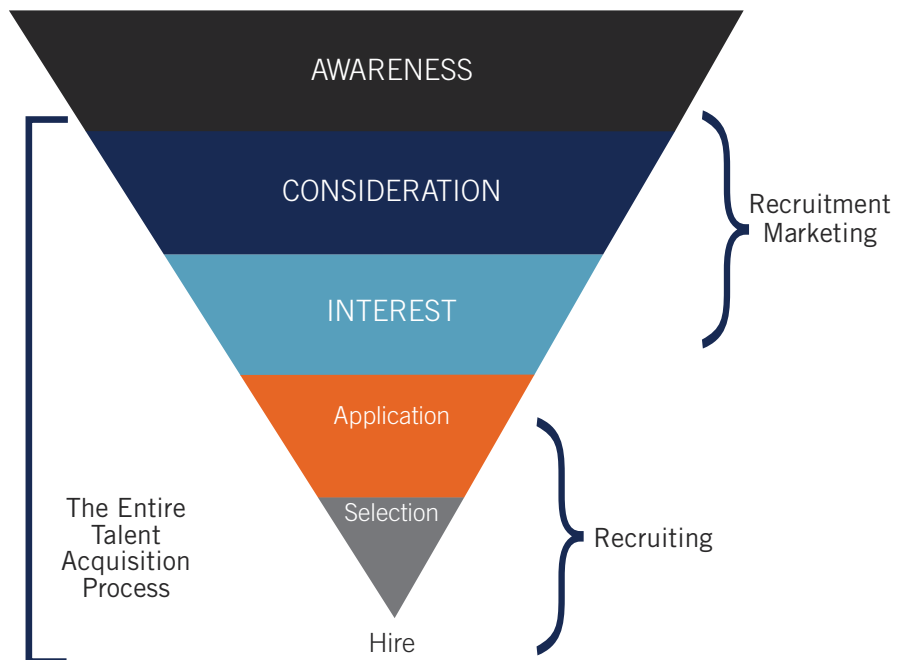
## CANDIDATE RELATIONSHIPS BEGIN LONG BEFORE RECRUITMENT

**Top candidates in today's job market are often already employed and only passively open to new opportunities. They are more interested with identifying companies that would be a "right fit" for their career goals versus searching for a specific job.**

Traditional job boards address recruiting for current job openings, but fall short of reaching these talented, frequently employed individuals that are open to new employers and new opportunities that would advance their careers or better serve their goals. By transitioning your attention to Recruitment Marketing you can proactively reach these qualified candidates and get in front of them at the earliest stages of their search process.

Recruitment Marketing refers to the long-term process of attracting, nurturing, and engaging candidates using marketing strategies that deliver the answers to their questions so they can consider your call center as a potential employer. These questions go well beyond information found in a typical posting for a job opening.

### ACQUIRING NEW TALENT



Recruitment Marketing is made up of the first three steps of the Talent Acquisition process: Awareness, Consideration and Interest - before the steps of Recruiting.



*A long-term recruitment marketing strategy that includes CallCenterJobs provides employers with 24/7/365 coverage to reach these candidates when they are ready to start a search.*

## BUILD AWARENESS AMONG HIGH CALIBER CANDIDATES

The first step in the talent acquisition process is to create awareness with your target audience. Reaching qualified candidates, many experienced in a call center environment, increases your chances of success with the rest of the steps in the process - Consideration, Interest, Application and Selection - resulting in an exceptional talent pipeline for current and future openings.

**CallCenterJobs is the #1 niche resource serving the call center community.**

As a niche resource, our marketing efforts are focused on SEO, social media and advertising directly to the passive candidate audience within the call center community. We do not duplicate efforts to reach active candidates currently in need of a job by marketing on large job boards and aggregators.

We are attracting passive candidates open to new opportunities early in their search process and providing them with



a content-rich search experience to research companies. Candidates pre-qualify themselves as they navigate companies on our site so each “click” you receive on your content is an indication a candidate has an interest in your firm.

**Your Company Profile page on our site allows you to deliver your recruitment marketing message.**

**20% ACTIVE**    **80% PASSIVE CANDIDATES**

**Active candidates make up only 20% of the talent pool, while the other 80% only passively seek new opportunities.**

## WHAT'S IN IT FOR ME?

To create interest you must answer this question.

A Company Profile within our established online community is your chance to answer this important question for candidates. Active and passive candidates have different needs. Active candidates NEED a job and the large job boards meet that need. Passive candidates are already employed. What they need is the RIGHT opportunity.

Having success in the Consideration phase means answering as many questions as you can to create the level of interest that will lead passive candidates to reach out to you or join your talent community. Candidates have questions and your recruiters know what they are and how to answer them. Use your Profile to answer them and move them a step closer to you!

Engaging with the passive candidate audience is currently a time-consuming and expensive process. Recruiters must first identify possible candidates, then communicate with them to cultivate interest. Working together, we can reduce the time and expense associated with this process and add to your talent pipeline!

Salary information is a big question candidates have in the consideration phase!

## Sample Company Profile

**COMPREHENSIVE SEARCH** - Candidates now have ONE place to search for jobs...

- On your career website (city specific)
- On Indeed
- On LinkedIn

Jobs are city specific searches!

Unlimited space to tell your story and gain consideration and interest!

Includes active jobs posted on CallCenterJobs.com



Company Profiles allow you to showcase the key aspects of your call center that would attract new talent 24/7/365. Highlight your company culture, growth opportunities and what sets you apart from other employers in the profile content.

## A PARADIGM SHIFT

**(par-a-digm shift) n.**

a fundamental change in approach or underlying assumptions

Recruitment marketing - specifically for the call center community - requires a change in approach and underlying assumptions. Call centers are unique because their operations are very diverse. They can focus on a single area like customer service, inside sales, tech support, retention, collections, claims, etc. or they can support multiple disciplines in one location. In addition, there are various layers of positions and departments within a call center.

The SHIFT - The call center itself should be responsible for our service as they are best positioned to market/sell their call center to passive candidates and will benefit the MOST from a better, more qualified talent pipeline when a need arises in their call center.

Today, information to educate passive candidates is starting to make its way onto the career areas of company websites. However, the “platform” for delivering this information is still being developed.



**Think of it this way - Recruiters use an Applicant Tracking System (ATS) to manage active candidates. Recruitment marketers use CallCenterJobs.com to manage passive candidates.**

## INTEREST

- > This stage of the talent acquisition process will present a new set of challenges in communicating with passive candidates.
- > **We Will Help You Break Down the Existing Barriers to Interest**  
During this first year working together we will begin to introduce our solution to break down the barriers that exist within the Interest area that hinders candidates and recruiters from communicating. Our solution is designed to facilitate the communication between interested (and qualified) candidates and your call center recruiters. We understand the need to make this process easy to implement and even easier to use on a daily basis with minimal cost or effort.

## JUMPSTART YOUR RECRUITMENT MARKETING STRATEGY

You can have a recruitment marketing campaign in place with us within 48 hours and start generating candidates and experience with our solution in three simple steps.



### STEP 3: ASSIGN A CONTACT PERSON

Provide us access to ONE person closely involved in the recruiting process and we will work with them to manage your profile and deliver results with minimal effort on their part! During this first year, we will also be able to communicate some of the services we offer in the interest STAGE to provide access to “super-passive” candidates.

**Performance Measurement** - we will keep count of all the clicks you receive from your jobs and Company Profile links and present performance data before your annual renewal date. In addition to this information, we expect you will ask candidates where they learned out about your call center, you will start to hear candidates and new hires mention CallCenterJobs.com.

**A one year investment in our recruitment marketing solution starts with a Company Profile package which includes:**

- > A Company Profile customized to your call center with description, logo, links to your career site, open positions on the large job boards, and zip code location on Google map.
- > Unlimited job postings for one year for a single Metro Area location. Send us an XML job feed to get jobs posted and updated daily.
- > Measurable results that track all clicks and engagement with your profile, delivered to you one month before your renewal date.

**CALLCENTERJOBS.COM  
CHECKS ALL THE TALENT  
ACQUISITION CHOICES!**

Awareness	Recruitment Marketing	✓
Consideration	Recruitment Marketing	✓
Interest	Recruitment Marketing	✓
Application	Recruitment	✓
Selection	Recruitment	✓

Reaching and engaging with passive candidates is a long-term effort. Trust us with this one year commitment and we will demonstrate a solution that delivers a quality audience of passive candidates for a very reasonable investment.

**PRICING**

**Company Profile Package** - \$1195 per year

**Single Job Posting** - \$195 for 30 day posting

ALL of our services are included in the Company Profile Package for one low price, no hidden or additional fees. There is no limit to what you can add to your Company Profile and includes links to your career website and to select job boards, etc.



**CLICK HERE TO START YOUR COMPANY PROFILE**

[www.callcenterjobs.com/newaccount.cfm](http://www.callcenterjobs.com/newaccount.cfm)

**FOLLOW US**

 [callcenterjobs-com](http://callcenterjobs-com)

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**JOBS. EDUCATION. KNOWLEDGE.**

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