JOBTARGET

Recruitment Advertising 101

Recruiting and hiring have changed drastically in the past years. Recruiters and HR professionals are responsible for adapting to these changes – and finding candidates, retaining talent, creating and maintaining budgets, learning new recruitment tools, and much more. While some hiring trends come and go, it's important to master the fundamentals of recruiting to build a strong workforce and grow your company. This Recruitment Advertising 101 guide will provide basic recruiting strategies to help take your roles from open to hired.

To tell you a little bit about us, JobTarget helps thousands of businesses find the right candidates for their jobs. From our Marketplace of more than 25,000 job sites to automated programmatic advertising, our range of products makes recruitment easy. Since our start in 2001, our recruitment solutions have helped leading Fortune 1000 companies, recruitment advertising agencies, and small businesses. Now we hope to help you further your understanding and knowledge of all things recruitment advertising.

If you're looking to learn more about JobTarget and our products, feel free to connect with us at sales@jobtarget.com or visit www.jobtarget.com!

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Set Up Your Job Advertising for Success

Let's take a step back from job advertising and look at the job post itself. Crafting a job post that grabs job seekers' attention and attracts them to apply is a valuable skill that will enhance the performance of your job advertisements and increase the number of applications you receive.

To start, ask yourself:

- Who is the ideal candidate and what qualifications do they possess?
- What level are they in their career – junior, mid-level, senior?
- What team does this position belong to?
- What are standard terms used within this industry that are easily identifiable to candidates?
- What are the minimum qualifications or skills needed to do this job?

Once you have an idea of the type of candidate you need, you can craft your job title and description.

Creating a Job Title

A vital component of your job title is the relevant keywords that will help the job posting appear within search results. Your job title should consist of the main keywords or phrases specific to the job opening to target the best pool of applicants.

As a general guideline, titles should range from 35 to 60 characters long, or about 3 to 5 words (and no more than eight words). Take into consideration keywords or phrases that are normal for that industry or job – this is not the time to introduce company-specific jargon or buzzwords. It is best to leave numbers, abbreviations, and codes out of a job title and instead use terminology that quickly makes sense to external candidates.

If it isn't going to help job seekers find your posting, do not include it in the job title.

Creating a Job Description

A job description is your opportunity to convince a job seeker to apply for the role. You want to create a detailed description that answers the main questions that a job seeker may have.

Make sure to include these components:

- Overview of the position and company

  Highlight what is unique about your company within the industry and why the candidate should work for you – this is your opportunity to make the job seeker feel excited about your company.

  Examples of past projects or clients may help set your organization apart.

- List of job duties and who the role reports to

- Required and preferred qualifications or skills

  An internal report from Hewlett Packard found that women are less likely to apply for a position if they do not meet 100% of the requirements, while men will apply even if they only meet 60% of the requirements. Consider what requirements are non-negotiable for the role and list other requirements as "nice to haves" in order to reduce gender bias in the hiring process.

- Key benefits and salary

  Highlight aspects of the job that make it great – examples include company culture, childcare and flex time, healthcare options, remote work opportunities, employee discounts or programs, bonuses, and stock options.

It's important to remember that a job posting is like any other advertisement: you're trying to sell the job opportunity and attract quality applicants. Providing testimonials, Glassdoor reviews, or links to your company's social media pages can help paint a picture of your company in a candidate's mind.

Optimizing Your Job Posts for SEO

Search Engine Optimization (SEO) is the process of increasing the quantity and quality of traffic to your web page through organic (non-paid) search results. Whether it's a Google search or job search on Indeed, search engines use algorithms to decide the order in which listings show up when a user performs a keyword search. Job searches are like any other online search that has become a daily part of our lives.

When a job seeker enters keywords related to the information they need, a list of results is returned to them ranked in order of relevance. SEO-optimized job listings rank highly in job search engines, making them more visible to a broader group of applicants.

Most job seekers search for a specific title – they are not looking to be a "rockstar" or "wizard" so it's best to avoid that type of overly descriptive, but intangible language. The correct choice and optimization of keywords can increase visibility and attract your target audience to apply. Use resources like Google Keyword Planner or Keyword Tool to create a list of keywords for your job title and job description and find out how many people search for a specific keyword based on your location.

> One of the best ways to incorporate SEO in your job posts is to include the job title in the body of the ad at least 3-5x. Easy ways to do this would be including the job title in your job description headers or replacing phrases like "the ideal candidate" or "this role" with the job title."
>
> – Lauren Plante, Director, Customer

Start attracting more candidates using SEO with these JobTarget expert tips:

- Include relevant information in your job title – like "part-time," "weekends," or "remote"

- Avoid adding fluff in your title like "Hiring Now" or "Immediate Need" – this can go in your job description!

- Try to create "keyword density" by repeating the same keywords 3-5 times

- Search engines reward consistency with higher rankings – keep the job title and location consistent in the page title, URL, and the body of the description

Finding Talent
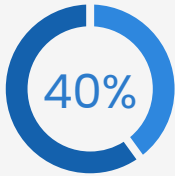
40% 40% of recently surveyed JobTarget customers find applicant quality to be their biggest recruiting challenge.

Recruiters across the nation struggle to find (and retain) quality talent for their roles.

Recruiting and hiring top candidates is a team effort, and there is no one way to get the job done. We have found that it is best to combine multiple recruitment strategies to expand the reach of your job postings and get your jobs in front of more candidates.

Job Advertising

Choosing how to advertise your job and where to post it can determine the quality of candidates you receive. Start by thinking about where the people that possess the qualifications and experiences you're looking for spend their time online.

Are these individuals on social media platforms like Facebook, Instagram, Twitter, and TikTok?

Employers can use social media for job posting opportunities so that the right kind of candidate sees it. Facebook offers company pages that allow you to broadcast news about your company and work environment and post job openings. So as potential applicants are browsing their newsfeeds on Facebook, they can also stay updated about job listings your company has.

Are they using job board sites like Indeed, LinkedIn, Monster, and Glassdoor? Do they belong to any specialized organizations, associations, or industry-specific job sites?

Large job sites are a great way to find candidates – 88% of JobTarget customers use job sites to find and recruit talent – but they're not the only option. Industry-specific websites like blogs, online journals, and forums provide an increased chance of attracting top talent for an open position. Specialized job sites target certain employee skill sets or areas of expertise. Each industry-specific job site offers different options for employers to get their postings to stand out.

Most job seekers start their search on Google. The higher-trafficked sites like Indeed/ LinkedIn/ZipRecruiter are highly optimized for search engines; therefore, your job postings will lead candidates to these sites most often. If you get more quantity of resumes vs quality of applications, a specialized niche site will provide a way to get in front of candidates with the skills, credentials, and experience you need. Niche sites are often rich with industry-specific content and attract passive job seekers who are visiting the site for professional enrichment."

- Susan Walsh, Director of Media Services at JobTarget

However, manually posting your jobs to each individual site can be time-consuming and exhausting, as it involves research, administrative and manual tasks, and data analysis. To save time and energy, you may want to try using a job site marketplace that allows you to easily access and manage all job sites from a single platform.

Did you know?

Posting your open roles does not have to be tedious, manual, and time-consuming. JobTarget Marketplace helps thousands of companies optimize their recruiting efforts by providing direct, seamless access to more than 25,000 job sites – including generalist, niche, diversity-focused, collegiate, blogs, and associations. Find out more about Marketplace here.

Programmatic Advertising

Another very effective recruitment strategy for many organizations of all sizes is programmatic advertising – an automated solution used for real-time buying and selling of online advertising. Its machine learning algorithms evaluate the ad campaign's performance and determine where they will be the most effective based on actual user purchasing behaviors and other data. It currently powers nearly all online advertising.

Programmatic advertising for job placements automatically lists your open role across relevant sites, monitors your postings, and makes real-time adjustments when necessary. It's cost-effective, saves time, and ensures the right people see the ads.

Did you know?

JobTarget provides its own programmatic solution designed to get job postings in front of the right audiences. If you manage job postings, programmatic job advertising can transform how you source candidates. Find out more about JobTarget Programmatic [here](#).

A key to success while using programmatic job advertising is having the proper budget-to-job ratio. Considering programmatic advertising disperses jobs to 60+ sites, having an optimal budget will make a huge impact on performance and could be the reason why you get 10 applications versus 100."

- Christian Marrone, Group Manager at JobTarget

Programmatic Advertising Terms to Know

Knowing the key terminology used in programmatic advertising is extremely beneficial for both advertisers and for those selling ad space. If you decide to implement programmatic job advertising within your recruitment strategy, here are a few terms to know:

Managed advertising budget

Programmatic maximizes a user's budget by adding and removing jobs from job sites based on performance, keeping ads away from low-performing job sites.

Targeted audience

Programmatic campaign users can specifically target their desired target audience – serving the ad to those specified audiences or demographics, and even focusing their ad on specific sites.

Pay-per-click (PPC)

A pay-per-click bidding model means you pay when someone clicks on your ad. The cost you pay (cost-per-click – CPC) is calculated by how many times a person clicks on your ad and gets subtracted from your allotted budget.

Multiple advertising sources

Programmatic job advertising sends your job to a variety of job sites to help your job ad gain exposure.

Algorithm

Algorithms are sets of data – digital instructions – designed to have a computer accomplish a task, and in the case of job advertising, also support your recruiting efforts. Programmatic advertising uses machine learning systems to capture and monitor data and performance benchmarks.

Dynamic ad-targeting

Programmatic targets an audience based on performance from the advertising sources. The ads are constantly on the move and can dynamically change to different recruitment advertising sources (job sites) to promote the ad and encourage engagement from potential candidates.

Other Recruiting Methods

Here are a few additional methods to consider adding to your recruitment strategy.

Sourcing

A good sourcing tool is a key component of a well-rounded recruitment strategy. While job advertising gives you access to candidates actively looking for a job, a sourcing tool allows you to search through passive candidates. Passive candidates may not be actively searching for a new job but may be open to it if presented with an opportunity. Sometimes, the perfect candidate is right around the corner; and it's up to you to make the first move.

Did you know?

With JobTarget Sourcer you no longer need to bounce between resume sites or even recruiting tools! Perform a single search across resume sources, identify candidates that fit your criteria, and then unlock their contact details to get in touch. Learn more about Sourcer [here](#).

Third-Party Recruiters

Using third-party recruiters is a great way to save time and to take advantage of the connections that recruiters have with talented job seekers. These recruiters can dedicate more time to sourcing, screening, and interviewing candidates to find you the best match. Additionally, third-party recruiters are good at finding talent for temporary or seasonal positions.

Employee Referral

Your current employees are a great resource for potential candidates to apply who may be a great fit. Creating an employee referral system or process is a great way to find new talent if you don't already have one in place.

Traditional Advertising

Utilizing career fairs, radio, newspaper, and other traditional forms of advertising can be an effective way of reaching candidates. Industry-focused career fairs can give you access to candidates with the specific skills, interests, or qualifications that you're looking for.

Not all job seekers are active and scanning the job boards. Passive candidates can be reached by media they actually do consume. Recruitment ads can be aired on podcasts and streaming channels online. Traditional radio and newspapers also reach primary influencers of candidates – who can then make referrals. In-person career fairs allow a job seeker to see your organization on-site, giving you an opportunity to impress them over a competitor."

- Susan Walsh, Director of Media Services at JobTarget

Setting a Realistic Recruitment Budget

While attracting high-quality candidates is essential to the success of every business, it can become very costly. The Society of Human Resource Management (SHRM) reports that the average US employer spends $4,129 to hire a new employee. Recruiting costs can also make up over 25% of all HR spending, so companies must operate efficiently when sourcing the most qualified candidates for a position.
A recruiting budget helps hire efficiently and provides an annual estimate of the total cost of hiring, including internal and external expenses, and aligns with your organization's short-term and long-term business strategies.

Create an Annual Recruitment Plan

Determine how many new hires your company plans on hiring for the year, taking into consideration the staff turnover rate. How many people have been hired over the last year? Were they new hires due to growth or replacements for turnover? An accurate count will give you an idea of how you will perform this year.

The overall demographics of the company will help set hiring costs. The job type and location will affect the budget as some roles and locations are harder to fill because of unique skill sets or competitive markets. Knowing how many yearly hires you need per department will help set the budget for the year.
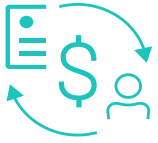
What is Cost-Per-Hire and How to Calculate It

According to the Society of Human Resource Management (SHRM), cost-per-hire – encompassing internal, external, direct and indirect costs associated with sourcing, recruiting and staffing an open position – is a human resource metric that measures the costs associated with filling an open role.

To accurately measure cost-per-hire, you'll need to know (and track) the internal and external recruiting costs that go into filling each role. While it may seem straightforward to calculate, some of the efforts that go into your cost-per-hire can be easily overlooked. Here are some of the internal and external costs that should be factored in when determining the cost of bringing on a new employee.

Internal costs should include:

Internal recruitment staff salary or pay

Staff training costs

Travel costs or referral bonuses

In-house applicant or human resources technology or software:

Applicant tracking system (ATS)

Human resource information system (HRIS)

External costs should include:

Staffing agency and contractor fees

Job advertisements and job fair costs

Recruitment software, including analytics data and record-keeping

Candidate travel costs and screenings (background checks, drug testing)

Sign-on bonuses

While cost may vary based on company size, industry, and technology being used, knowing the difference between – and accounting for – internal and external costs can provide the most accurate look at how much your new hires are costing, and help identify improvement areas within your recruiting strategy.

Calculating Cost Per Hire

Step 1
Select the time period you want to calculate for

Step 2
Compile all internal costs for the selected time period

Step 3
Compile all external costs for the selected time period

Step 4
Add the external cost total to your internal cost total

Step 5
Divide those external plus internal costs by the total number of candidates hired during the defined time frame – this will give you your cost-per-hire

Example: Between January 1, 2022 and March 31, 2022 your company:

- Spent $5,000 on internal recruiting costs
- Spent $10,000 on external recruiting costs
- Hired 5 new employees

$5,000 + $10,000 = $15,000 / 5 = $3,000 cost-per-hire for Q1 of 2022

Use your cost-per-hire to determine your recruitment budget and determine whether the total budget is consistent with your business plans and goals. Researching what the standard cost-per-hire is for your industry will also give you key insight into what competitors or similar companies are spending on their recruitment budgets.

How to Save Money While Recruiting

59% of JobTarget customers report spending less than $500 per job posting.

59%
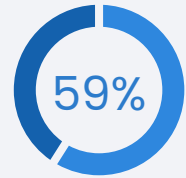
While this may look different for you based on your company's overall goals and budget, here are a few tips from JobTarget recruiting experts on how to save money in the recruitment process:

Promote Your Employee Referral Program – According to employee referral software company ERIN, 45% of referred employees stay with a company longer than employees found through job boards and referred candidates take less time to hire, which means a decreased turnover rate and a lower cost for you.

Use Automation and Technology to Your Advantage – Programmatic job advertising clearly indicates how much you're spending on your job postings, reduces cost-per-applicant by eliminating wasteful spending on over-bidding or under-performing job sites, and allows you to set your budget. Find out more about Programmatic here.

Prioritize Retention and Reputation – When companies provide competitive compensation and nurture a positive work environment for employees, it positively affects the growth of the brand, which can reduce costs by retaining great candidates and reducing the number of open roles.

Optimizing Your Application Process to Increase Conversion

Mobile Applications

Did you know that, according to Glassdoor, promoting jobs in a mobile-friendly format can increase the number of applications you receive by 11.6%? In a world where companies are desperately hiring, and candidates are hard to find, optimizing your application process to be mobile-friendly can make a difference. Job seekers have the tools and resources now to find open roles on their phones – if your job posting and application process isn't mobile-friendly, you could be losing out on those candidates.

> Your application needs to be mobile-friendly and it should take no more than 5-6 minutes to complete, as a mobile user may not complete their application if it's longer. Making the application process shorter will increase your conversion rate."
>
> - Marcus Jones, Group Manager at JobTarget

Optimize your application process to be mobile-friendly using these JobTarget tips from our recruiting experts:

Don't force candidates to create an account – If you still require applicants to create an account with a username and password before they can apply for your job, you could be hindering candidates and missing out on their application.

Remove disruptions – Many desktop-friendly website components do not translate well to a phone screen, especially if they are not optimized for mobile devices (think pop-ups or drop-down menus). Be sure to look at your job posting on a mobile device and remove interruptions where needed.

Offer candidates the opportunity to link their profiles or portfolios –
Candidates may not have a cover letter or portfolio document saved on
their mobile device, so providing them with the option to connect a social
media account like LinkedIn or Indeed, as well as their personal website
or portfolio can help their application and allow you to get to know them
better.

Keep your job description direct and simple – List only the need-to-knows
and use the steps we've outlined in the "Set Up Your Job Advertisement for
Success" section to decide what's necessary for your job description and
what's not.

Use a common job title that is easily identifiable – Avoid using a job title
that contains company-specific jargon and make sure the job title is one
that is very common amongst candidates you're trying to hire so they can
find your job easier when searching for it on their mobile device.

Application Length

Candidates appreciate applications that are short, simple, and user-
friendly. Try to ask for the necessities and avoid anything that requires
long-form text or questions that can easily be asked during an interview.

For example, it is not the best time to ask the candidate to write about a
time they've handled conflict within the workplace within their application.
Candidates may get to these questions and immediately exit the
applications – if that is something you'd like to know, save it for the
interview (or at least try to limit the number of questions that are being
asked).

Using "Easy Apply" Options

"Easy Apply" allows candidates to apply for a job without having to be directed to the company's career page. They can apply right from within the website they found the job posting. Many job boards have an "Easy Apply" option now, like LinkedIn and Indeed.

This application process is very simple for the candidate, and usually only asks for their email address, resume upload, phone number, work authorization details, and potentially 1-2 additional questions. Take advantage of "Easy Apply" options to improve the application process for candidates and possibly increase the number of applications you receive.

Easy Apply is definitely a best practice. Having as few barriers to apply as possible is always going to be the best bet so you don't turn away potential candidates. JobTarget's EasyApply feature can increase applicant flow by up to three to four times."

- Christian Morrone, Group Manager at JobTarget

Employer Branding

Before jumping into job advertising, it's important to call out that attracting talent is not just an HR effort – it's also about marketing. Marketing the role, as well as the organization itself is key. Candidates look at a company's reputation, corporate responsibility, diversity and inclusion, benefits offered, and more when considering making a move.

Include links to your social media pages within your job description and career page. Talent Works found that 59% of candidates use social media to research companies they are interested in. Allow potential candidates to see your work and think of different ways to engage with your audience on social media. Try spotlighting your employees, showing fun company events, and responding to comments.

You want potential candidates to start creating a connection with your brand and envisioning themselves working at your company.

Most candidates will research a company while conducting their job search. Since Indeed and Glassdoor collectively reach 80% of all job seekers in the U.S., it makes sense to claim your free company profiles on both sites. Providing a positive employer brand message can increase applications and reduce cost-per-hire."

- Susan Walsh, Director of Media Services at JobTarget

Salary

According to Glassdoor, 67% of job seekers shared that salary was the top factor they looked for in a job advertisement. Sharing the salary for the role within the description can also reduce pay gaps amongst underrepresented groups. Many states require you to disclose the salary range for your jobs so it's important to know what the average is in your area and industry.

A compensation analyzer tool can help you ensure you're offering a competitive salary. Not only do you need to make the role attractive to qualified job seekers, but you want to be aware what your competitors for talent are offering for similar positions. You could be losing talent because you're offering a salary that is lower than another business interviewing the same candidates.

Providing equity or other types of company ownership is another way of bringing employees into the fold for the long term. A stake in one's company gives them more reason to succeed.

Hiring a Remote Workforce

The remote workforce has become much more prominent within the past two years, and researchers from Stanford University estimate that about half of the US workforce work remotely at least one day a week. But knowing how to hire a remote worker effectively can be challenging if you don't have the appropriate identifiers and processes to succeed.

Benefits of Hiring Remote

A remote workforce benefits an organization in several ways, including an increase in employee productivity due to being in a quieter work environment with fewer distractions. Organizations also stand to experience better employee retention due to an increase in worker satisfaction – reducing the training and onboarding of new employees, due to turnover, on a more regular basis.

Here are a few other benefits to consider:

Increase in diverse candidate applications	Fewer employees calling out of the office from illness	Reduction in commuter anxiety	Costs associated with facility maintenance

Creating a Job Posting to Attract Remote Workers

When you are searching for remote workers, you want to make sure everything in your job advertisement is clearly written. Remote workers will search for roles that list the location of the job as remote, therefore choose "Remote" as the location within your advertisement to make it easy to find. Also mention whether you're searching for global, national, or locally remote workers. If you're unable to add "Remote" as the location of your job posting, ensure that it is clearly stated within the job title.

Since remote workers can essentially be anywhere in the world, you want to make sure time zones won't cause any issues for your organization and explicitly state what time zones or states you're looking for candidates in.

Skills and Evaluations

The expertise of a candidate is a tricky thing to evaluate when it comes to hiring remotely. Still, some of the best ways to examine their skills are to find out if they are independent self-starters and can understand the technology that may be used within the organization. Of course, the technology is different in each organization, but several platforms are similar, and a basic understanding of the software used in your industry should be prevalent. In addition, remote employees should have great time-management and organizational skills.

You may want to use skills-based exercises in your hiring process to ensure that workers have the proper skill set to succeed in a remote job. 82% of companies are using some form of pre-employment assessment test, according to the Talent Board's Candidate Experience Research report. You'll be able to get an understanding of what skills a candidate can bring to a team, how they'd be able to grow and learn at your company, and how they stand out from the rest of the candidate pool. Some common exercises include situational judgment tests, hard skills assessments, work samples, and job knowledge tests. Tools like imocha, ThriveMap, and eSkill provide many exercises to implement within your hiring process that can help you better understand a remote candidate's skill set.

Prioritize Communication and Onboarding

When hiring a remote employee, expectations about communication must be clearly defined. Structure on performance, evaluations, and how to get in touch with team members promptly are all part of the process.

While onboarding employees, make sure they have access to the appropriate training materials, company policies, and services they need to be successful. These approaches, along with promoting your company values, will help encourage the employee to become more engaged with the company. Software tools like Eddy and intelliHR specialize in onboarding new employees and are worth checking out to provide a smooth transition period for you and the employee.

Prioritizing Diversity, Equity, & Inclusion (DE&I)

The hiring spotlight is increasingly focused on developing a workplace where individuals with different perspectives and backgrounds have a voice and feel respected and valued. Diversity encompasses age, gender, nationality, sexual orientation, individuals with disabilities, and veterans, among other groups and individuals.

Benefits of an Inclusive Workplace

According to Glassdoor's 2020 Diversity & Inclusion Workplace Survey, 32% of job seekers and employees would not apply to a job at a company where the workforce lacks diversity.

32%
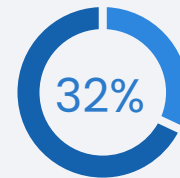
Adopting a diverse workforce is not only an ethical practice but also one that can generate several benefits for an organization. It enhances the quality of ideas, engages in new types of collaboration, and fosters creativity in the workplace, opening opportunities for company growth and resulting in a better society.

Commitment to diversity in the workplace begins with integrating diverse candidates' attraction, selection, and hiring through sound ethical business practices. Bringing diverse talent into your company will create a team representing different cultures and backgrounds. A diverse and representative workforce of people with different views and experiences will better leverage your organization for success in the global environment in which we operate.

Diversifying Your Hiring Strategy

Start prioritizing diversity within your hiring strategy using these JobTarget expert recruiting tips:

Seek out the right job boards

Organizations can put together a qualified talent pool that represents the many different individuals who make up the marketplace by contacting local communities and by posting open roles to diversity-focused job sites; these sources can ultimately lead to productive candidate pipelines.

Evaluate the messaging of your recruitment strategy

Make sure it is consistent and aligns with your efforts to attract and engage diverse candidates for your workforce, you'll want to show that you create equal opportunity and encourage a diverse and inclusive workplace in your company.
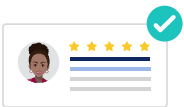
What to Keep in Mind When Hiring

When recruiting and selecting candidates for new roles, it's crucial to consider an individual's skills and consider the team's diversity. Review the characteristics of the overall group and ask yourself some guiding questions. What are the candidate's abilities and unique attributes? How can your hiring efforts contribute to developing a more diverse and inclusive team?

When recruiting, consider a popular recruiting technique being used more often to eliminate bias: block out the personal information on the candidate's resume. This approach helps take subconscious bias and judgments out of the equation.

Eliminating bias in the hiring process is critical to making the best selection.
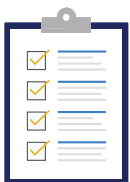
When is Diverse Hiring Mandated?

Laws and regulations vary, so be sure to do your research when hiring to ensure you're meeting local and/or state guidelines.

One sure instance where it's essential is for federal contractors and subcontractors. The Office of Federal Contract Compliance Programs (OFCCP) enforces non-discrimination policies to ensure contractors do not allow discrimination to impact hiring and help diversify companies' workforces where they have contracts with the federal government. Learn more about OFCCP compliance by reading our OFCCP 101 Guide.

Optimizing your HRIS & ATS Software

What's the Difference?

HRIS, human resources information systems, are used by HR professionals daily to handle internal responsibilities like performing salary and benefits research, pooling demographic data, conducting payroll, and more.

Common HRIS software includes:

- BambooHR
- Workday
- SAP Success Factors
- Natural HR
- Namely

ATS, applicant tracking systems, are used by recruiters and employers to support recruitment efforts that affect external candidates and aid in the entire process of talent acquisition.

Common ATS software includes:

- ADP
- Lever
- Greenhouse
- Jobvite
- Oracle Taleo
- iCIMS

Many of these software combine elements of both systems and the terms HRIS and ATS are often used interchangeably. Successful recruitment teams utilize an HRIS and ATS to build a network of candidates, fill open roles, retain employees, and reduce turnover.

80% of JobTarget customers use their ATS to help identify and recruit candidates.

80%
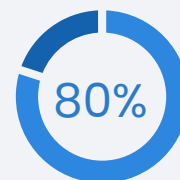
How HRIS/ATS Integrations Can Enhance Your Recruitment Strategy

Many supplementary tools allow for integration with your HR software to improve the application process for candidates and optimize the hiring process for employers. These integrations allow for less disruption to your existing workflows, as well as allow you to leverage automation to make doing your job faster and easier.

For example, through JobTarget's integrations with HR software systems, our customers are able to fully automate their job advertising, whether they have specific requirements (like sending all accounting jobs to Indeed) or want all their jobs advertised and auto-optimized through programmatic advertising.

Using an advertising tool that integrates with your HRIS software gives you the ability to centralize recruiting and have all resumes and applies stored in one location. From the job posting side, using a tool that integrates with your HR software is saving recruiters time as they can post out to multiple job boards from one place without having to go each individual site."

- Lauren Plante, Director, Customer Success Group at JobTarget

Ready. Set. Recruit.

Now that you're an expert in all things recruitment advertising, it's time to put that knowledge to use and take your roles from open to hired!

To get you started, we've put together a Recruitment Advertising Checklist at the end of this guide.

Need a little extra help, or want more information about some of the tools mentioned in the guide?

At JobTarget, we have a team of experts ready and waiting to help you set up the right recruitment strategy for you and your organization. Use the link below to book a time to talk with us.

[LET'S TALK]

Recruitment Advertising Checklist

- [ ] Identify the need for new talent and define overall goals
- [ ] Create job title and job description
    - [ ] Location (and if it's remote, hybrid, or in-office)
    - [ ] Required experience
    - [ ] Nice-to-have's or preferences
    - [ ] Salary and benefit details
    - [ ] Equal employment opportunity statements, where applicable
    - [ ] "About Us" section
- [ ] Optimize your job advertisement for SEO
    - [ ] Include relevant information in your job title – "part-time," "weekends" or "remote"
    - [ ] Create keyword density by repeating the same keywords 3-5 times
    - [ ] Keep the job title and location consistent in the page title, URL, and description body
    - [ ] Add hyperlinks into the job description
- [ ] Optimize the application process
    - [ ] Implement "Easy Apply" option
    - [ ] Ensure mobile-device friendliness
    - [ ] Remove any distractions or disruptions from the candidate's experience
- [ ] Determine a budget for your job advertisement(s)
- [ ] Select the channels and platforms to post your open role(s)
    - [ ] Large job boards like LinkedIn, Indeed, Monster
    - [ ] Specialized or niche job sites based on role and industry
    - [ ] Social media platforms like Facebook
- [ ] Utilize sourcing tools
    - [ ] Research candidates through LinkedIn
    - [ ] Use a passive candidate sourcing tool
    - [ ] Offer an employee referral program
- [ ] Track and review the performance of your job advertising efforts