

Attract The Right Talent For Your Next Job Opening

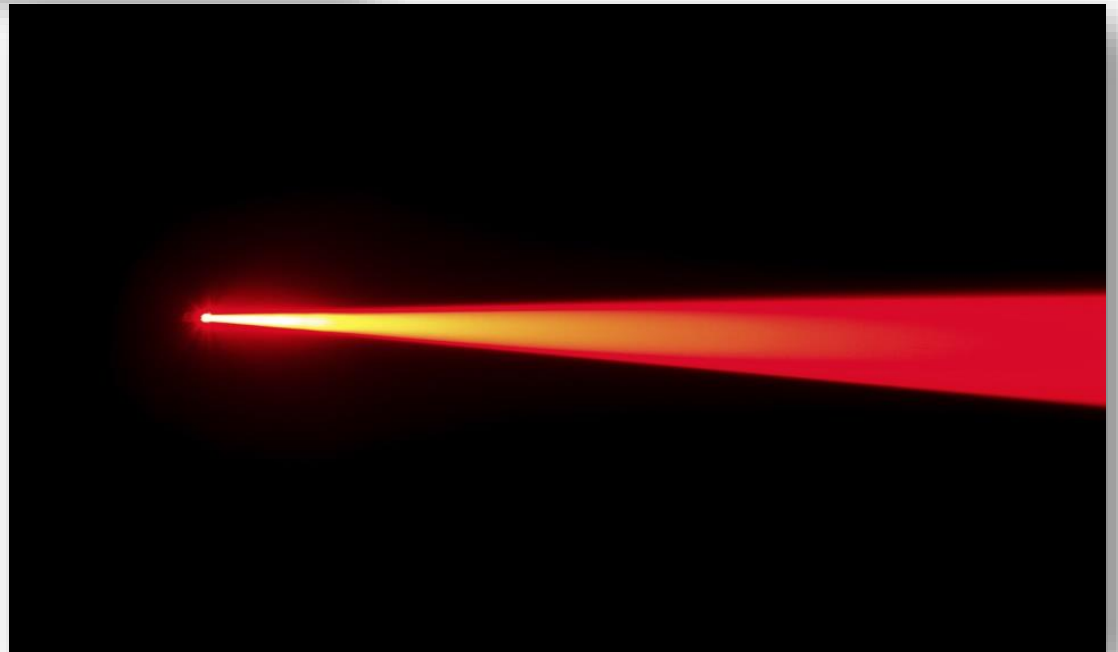
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Webcast Goals

- Identify unique markets to attract top talent
 - Why Associations offer unique niche candidates
- Job postings = job advertisement
 - How to make your job posting count
 - Job titles
 - Call to action
 - Source tracking

What type of position are you recruiting for?

- Single position or multiple positions?
- Entry level - mid-level - experienced?
- Degrees - advanced degree - certifications?
- Years of experience?
- Common position or highly specialized?
- How have you historically recruited for this position and how did it work?



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LinkedIn



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CAREER
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Jobs2Careers

nexxt.



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“The Big Boards”

- Many positions
- General Industries
- Lots of general traffic
- Apply volume can be higher, depending on certain factors
- Lack of clarity on the audience
- No insight to skills of the audience
- They're really all the same



Niche: *Interest that appeals to a specialized section of the population.*

Associations – “Niche Audience”

Industry Leaders Setting Industry Standards



Leader in Talent Development



Leader in Human Resources



Leader in Project Management



Leader in Mechanical Engineering



Why are Association Candidates Unique?

- Candidates are members
 - Committed to the industry
 - Committed to certifications
 - Experienced
 - Continuing education
- No guessing on industry, skills, etc.

120,000

40,000

13,000

10

- 55% have 11+ years experience
- 40% have 15+ years experience
- 89% have Bachelor Degrees
- 70% are Female

How To Get The Most Out Of Your Job Advertisement

Job Advertisement

Acknowledge that your posting is a job advertisement, so build it to capture your audience.

What is a job description?

“Well-written and effectively-developed job descriptions are communication tools that allow both employees and candidates to clearly understand the expectations of the role, its essential duties, the competences and responsibilities, along with the required educational credentials and experience.”

KEY TO SUCCESS



Sections of a great job description

1. Job Title:

Don't get cute. Use real live job titles. Words that are searchable and used by an average person.

Instructional Designer

Training Manager

Director, Organizational Development

Corporate Trainer

Sales Trainer

Sections of a great job description

2. Location.... Location.... Location....

Think about how a job seeker will search.

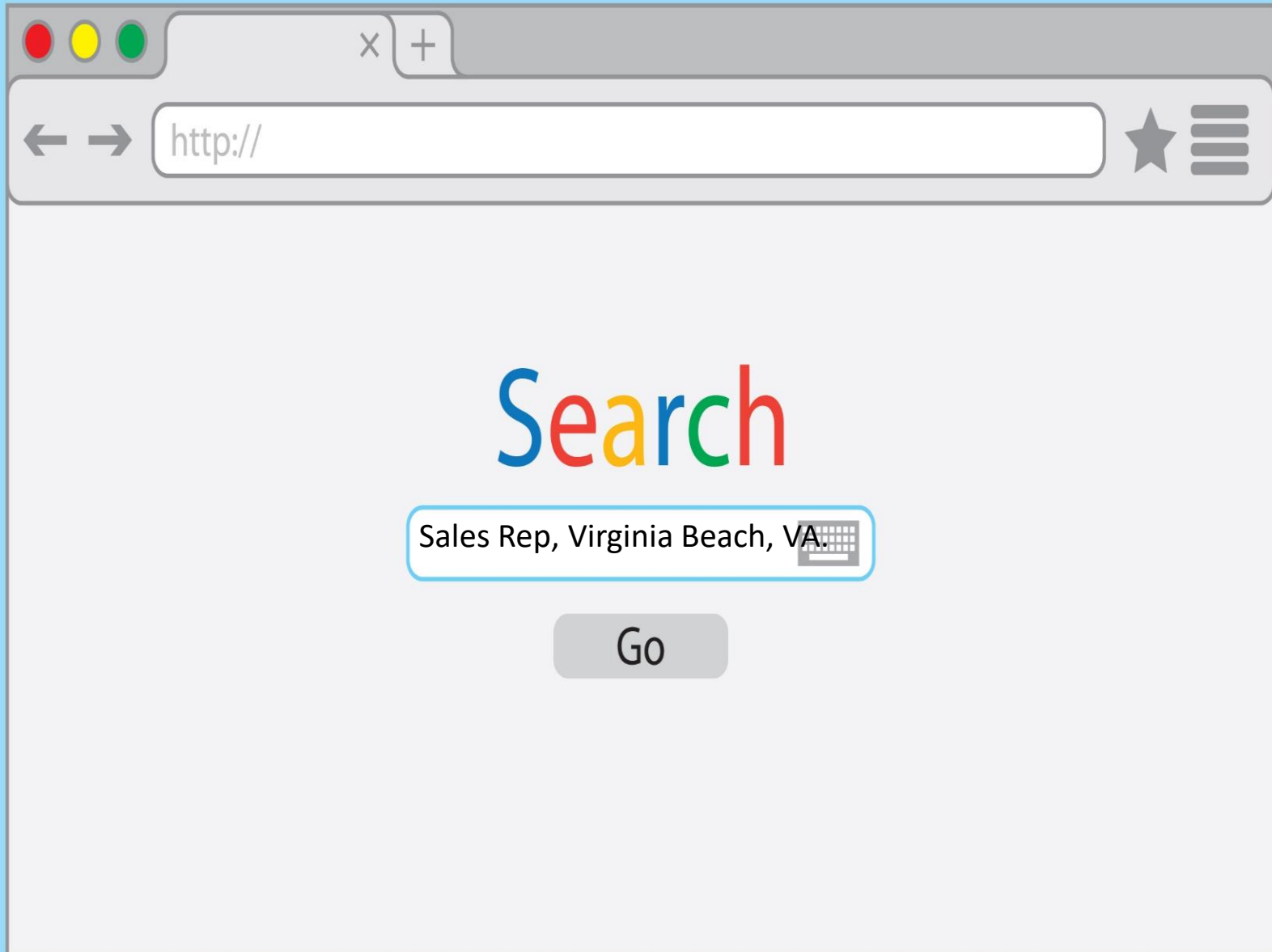
They know where they want to work, and they know the type of commute they are willing to accept.

Multi-City risk not showing up in correct cities (depending on the technology)

List the city and state:

Los Angeles, CA

New York, NY



x +



http://



Search

Sales Rep, Virginia Beach, VA

Go

Sections of a great job description

3. Role Details:

- Describe how the role ties into the company mission and culture
- mention exciting or challenging projects
- include compensation when appropriate, but make sure its competitive

Physician/Customer Relations:

Externally, each Sales Representative - Pharmaceutical will maintain relationships with physicians, medical office staff, nurses, and other key personnel in health care settings as well as some large community health systems. As one of Sales Representatives you will also assist with their local clinical and educational initiatives by coordinating company resources to ensure an aligned approach to benefit improved patient health.

If you are looking for a company where you can change a life, make a dream come true, and light the way for a better tomorrow, this is the opportunity where you can shine.

According to 2016 Talent Trends survey,

66%

Of candidates say the thing they want to know most about your company is your culture and values.

Sections of a great job description

4. Duties and Responsibilities:

- List essential duties and responsibilities
- Start with the most important
- Bullets NOT paragraphs

Essential Job Responsibilities:

- * Effectively promote and educate targeted physicians/HCPs on the use of pharmaceutical and healthcare products through one-on-one meetings and group presentations, and promotional speaker programs.
- * Work in the field each week, supported by our office team as needed for call planning, customer follow-up, preparing presentations, making appointments, report generation, etc.
- * Ensure solid performance levels of call and field productivity.
- * Absolutely meet all compliance guidelines, and required promotional regulations
- * Execute product marketing plans and territory/regional business plan activities
- * Support targeted customers using sales materials, and promotional activities/programs/initiatives
- * Achieve territory product sales goals while adhering to all regulated and defined ethical sales practices, Compliance guidelines, and required promotional regulations
- * Additional duties as needed
- * This position is responsible for achieving both territory product sales goals and territory sales activity goals through company defined metrics

Sections of a great job description

5. Requirements:

- Provide Minimum job qualifications and skills.
- Clearly define minimum vs. preferred qualifications

Qualifying Skills and Pre-Requisites:

- Candidates should possess a minimum of 1 year of experience in outside business to business sales or ability to demonstrate sales skills.
- Ability to work both independently and in a team setting towards meeting established objectives.
- Well-developed written and oral communication skills as well as knowledge of the pharmaceutical industry
- Applies a range of traditional and non-traditional problem-solving techniques to think through and solve issues creatively to improve performance and company effectiveness.
- Ability to build rapport and relationships by interacting effectively with employees and external contacts (i.e. MD and office staff) at all levels, demonstrating the awareness of their needs and responding with the appropriate action.
- Highly effective organizational skills to implement a variety of programs, such as speaker programs and other activities.
- Computer Skills; Word, PowerPoint, Excel and Outlook.
- Must have a Valid Drivers License and a clean Driving Record
- Ability to work in the healthcare industry involving interaction with physicians, patients, and able to communicate complex pharmacology with healthcare professionals
- Ability to educate and detail physicians as well as other healthcare professionals

42% More Responses with Gender Neutral Wording*

Avoid male-bias words like

- Strong
- Competitive
- Assertive

Instead, choose words such as

- Exceptional
- Motivated
- Go-getter

Avoid female-bias words like

- Concerned
- Polite
- Nurturing

Instead, use words like

- Professional
- Courteous
- Customer-oriented

Sections of a great job description

6. Call to Action:

- Actionable event that is trackable
- Create urgency when necessary
- Omit ALL contact information from body of job ad

We are scheduling interviews immediately. We look forward to hearing from excited and qualified applicants.

Please complete the application process by clicking "Apply Now" below.

Apply Now

Keys to a Great Apply Process

The call to action is SO IMPORTANT!!

- The ad should be set up to encourage the job seeker to apply using your tools.
 - No emails in the ad
 - No phone numbers in the ad
 - No URL's in the ad

Contact information in an ad confuses the job seeker, and doesn't allow you to track applies and prove ROI.

Evaluating Performance of a Job

Reporting:

- Tracked and valid
 - Clicked and logged apply
- Traffic
- Transparent for all parties
- Removes guesswork
- Allows for future decision making based on performance

DETAILS			
Company:	Pilot Media		
Job Title:	Home Delivery Collector		
Job ID:	91491559		
SITE :	STANDARD	FEATURED	SPOTLIGHT
CareerConnection.com			
Views	214	1	64
Applies	28	1	1
Print Detail	1		
CareerCast			
CareerCast.com Views	9		
CareerCast.com Applies	0		
CareerCast Premium Views	301		
CareerCast Premium Applies	20		

Thank You

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