

# 5 IDEAS

## TALENT ACQUISITION LEADERS NEED TO CONSIDER IN 2017

### BUILD SOME FLEX INTO YOUR SOURCING



The reality is we're about to see a dramatic shift in government. That's going to impact business, and it's too early to tell how. Consider setting up arrangements with firms that can help augment your staffing if you see a hiring surge, and/ or develop internal "Special Sourcers" teams that you can repurpose to different business lines based on need. And then, give them cool names, like "Beta Force", or "De-Rangers".\*

### ESTABLISH HIRING-MANAGER BASELINES ASAP

Not all hiring managers are created equal. Keep metrics on their response rates, offer-to-decline ratios, realism of their req requirements, etc, and use those numbers to educate them when they begin to make noise about "lack of recruiter support". Because: air cover matters.



### IT IS (NOT) ALL PROGRAMMATIC THESE DAYS



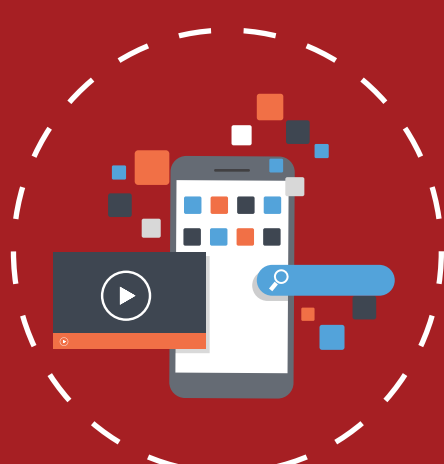
As much as it's trending to think of ourselves as "marketers", there are some key differences. Programmatic advertising only works when it's a one way, one conversion transaction. Valuing advertising based purely on the volume of applies driven in misses the larger story: it's the sites that drive hires, and quality applicants, that matter. Volume can be counter-productive. Use programmatic judiciously.

### TAKE A LOOK AT THE (TECH) STACK

Seriously – if the last time you dug into the tools your teams were using was back when Clippy was still offering creepy advice about your spreadsheet, your competition is beating you up. The volume of investment in HC software over the past 5 years has seeded some significant developments in automation, sourcing, onboarding, you name it. Put aside a few dollars, and invest them well.



### UNDERSTAND YOUR MEDIA



Not just social – all of it. If you're pouring buckets of money into banner ads, posting and praying across the interwebs, and have ads running all over the pay-to-play job boards: you're doing it wrong. There's data to back that up – and you should have it. Partner with an agency (cough-cough: HireClix) that knows that landscape, and how to track it. You'll wind up saving money – money you can then point at any of the priorities listed above. Better yet, you get to go to your CFO and make them very happy with you.

\*On second thought, "De-Rangers" might be a silly name. How about "Source Team 6"?  
Ready to change your recruitment marketing mix? Put HireClix in your corner. Connect with us today.



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