**Mount Carmel Talent Acquisition**

**Marketing Action Plan FY17/FY18**

**Phase 1 Goals**

* Improve job search on TMP job site.
* Create better integration between Mount Carmel's website and TalentBrew job site.

**Phase 2 Goals**

* Develop employee- and candidate-facing "Because of You" brand that showcases our personalized approach to care and why people choose to work at Mount Carmel.
* Showcase colleague culture and engagement to tell Mount Carmel's work life story.
* Drive qualified candidates to open positions.

**Phase 1**

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| **Focus** | **Tactic** | **Audience** | **Timing** | **Measure** | **Cost** |
| TMP Job Site Search Functionality | * Add additional filters to main search functionality
* Category
* Location
* Schedule
* Shift
* Move Filters from right-hand side to left-hand side of desktop site to enhance UX
 | Job Seekers | May 2017(complete) | Decrease bounce rate and increase in conversion rate on Jobs site | $0 |
| TalentBrew Integration on MC Website | * Add "Find Job" buttons to location & category pages on MC website
* Add links to Talent Community to MC website
* Add home page slider to MC website for employment
 | Job Seekers | June 2017 | Increase in traffic to jobs site from MC website | $0 |
| Workday API | * Investigate possibility of acquiring API to Workday for job feed to TalentBrew
 | Job Seekers | May/June 2017(ongoing) | NA | TBD |
| Trinity NAS Careers Job Site | * Review Trinity NAS Careers Jobs Site
* Compare NAS and TMP job sites and outline issues
* Make recommendation on move from TMP to Trinity Careers job site
 | Job Seekers | May/June 2017(Complete) | NA | $0 |
| **Phase 2****Employment Branding** |  |  |  |  |
| **Focus** | **Tactic** | **Audience** | **Timing** | **Measure** | **Cost** |
| TMP tagline | * Remove "It begins at Mount Carmel" tagline from jobs site and any future materials
 | Job Seekers | May 2017(complete) | NA | $0 |
| Employment Research  | * Validate research and value pillars identified by TMP.
* Determine if March 2016 research holds true today
* HR Leadership interviews, validate research and value pillars identified by TMP
 | Job Seekers | June/July 2017 | NA | TBD |
| Value Position | * Identify value MC provides to employees (What is our core positioning and pillars?)
* Include perspective of WIIFM
 | Job Seekers | June/July 2017 | NA | $0 |
| Creative Development | * Take existing brand pillars (existing or new) and communicate through BOY lens
* Develop new messages and creative for positions in critical area of need (RNs, Radiology, Respiratory Therapy)
 | Job Seekers | May/June 2017 | NA | TBD |

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| **Website** |  |  |  |  |  |
| **Focus** | **Tactic** | **Audience** | **Timing** | **Measure** | **Cost** |
| Site Map | * Outline new site map for Careers section on MC website
* Seek approval for new site map
 | Job Seekers | May 2017(complete) | NA | $0 |
| Content | * Move content over from Jobs site to MC website (this move must be complete before new CMS is in place)
* Write new content with "Because of You" focused messaging
* Tell the Mount Carmel story better by focusing content on key messages from branding research
 | Job Seekers | June 2017 (ongoing) | NA | $0 |
| Hashtag for Social Posts  | * Work with Communications and Colleague Engagement Team to create hashtag for social posts by colleagues
* Build page on Mount Carmel website that pulls in a feed of all these posts
 | Job Seekers & Colleagues | Ongoing | Increase in traffic, conversions, social engagement and colleague engagement | $0 |
| Job Listings | * Work with Talent Acquisition to clean up and better brand job listings
 | Job Seekers | Ongoing | Increase in traffic, conversions, and social engagement | $0 |
| Videos | * Create videos focusing on the Mount Carmel "Because of You" employee brand
 | Job Seekers | Ongoing | Increase in traffic, conversions, and social engagement | TBD |
| Recruitment Images  | * Set up photo shoots for web, social and print content needs
 | Job Seekers | Ongoing | Increase in traffic, conversions, and social engagement | $0 |
| **Social Media** |  |  |  |  |  |
| **Focus** | **Tactic** | **Audience** | **Timing** | **Measure** | **Cost** |
| Posts | * Work with Talent Acquisition to create social calendar for job postings for all social networking sites
 | Job Seekers | Ongoing | Increase in traffic, conversions, and social engagement | $0 |
| Colleague Ambassadors | * Determine colleagues across campuses and care sites who will serve as liaisons and ambassadors for our social brand
 | Job Seekers & Colleagues | Ongoing | Increase in traffic, conversions, social engagement and colleague engagement | $0 |
| Advertising | * Showcase hottest jobs in social ads – Facebook, LinkedIn, Twitter, Glassdoor, Craigslist, Indeed, etc.
* Boost important posts and events that might be of interest to job seekers
 | Job Seekers | Ongoing | Increase in traffic, conversions, and social engagement | $10,000 |
| Reviews | * Encourage colleagues to give positive reviews on social networking sites (Indeed, Glassdoor, Facebook, Google) to help improve our external perception
 | Job Seekers & Colleagues | Ongoing | Increase in traffic, conversions, social engagement and colleague engagement | $0 |
| Recruiter Training & Messaging | * Work with recruiters to ensure a level of comfort with social sites and provide with approved, branded messaging
 | Job Seekers | Ongoing | Increase in traffic, conversions, and social engagement | $0 |

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| **Recruitment** |  |  |  |  |
| **Focus** | **Tactic** | **Audience** | **Timing** | **Measure** | **Cost** |
| Keyword Search  | * Set up keyword advertising for jobs at Mount Carmel
* Determine and set up goals and conversions for tracking
 | Job Seekers | Ongoing | Candidate hires;Increase in traffic, conversions, and social engagement | $30,000 |
| Display Advertising | * Work with Talent Acquisition to identify high priority positions for Mount Carmel jobs display advertising
* Determine and set up goals and conversions for tracking
* Utilize geo-fencing around competitors
 | Job Seekers | Ongoing | Candidate hires;Increase in traffic, conversions, and social engagement | $30,000 |
| CRM Platform | * Use CRM to define customer journey for different candidate experiences
* Use CRM to target candidates with messages relevant to them
* Push Ed Talks to CRM lists
* Life at Mount Carmel emails (community events, fundraisers, etc.)
 | Job Seekers | Summer 2016 | Candidate hires;Email open rate, click thru rate | $0 |
| Personalized CMS Content | * Feed personalized content to candidates
* Serve candidates with better experience on website as it relates to their area of interest
 | Job Seekers | Fall 2017 | Candidate hires | $0 |
| Open Houses | * Support Talent Acquisition with open house recruitment efforts throughout the year
* Promote open houses via social media
 | Job Seekers | Ongoing | Candidate hires | TBD |