NICHE TALENT ACQUISITION

Is your call center looking for a solution beyond the traditional job boards that can help you reach a new audience of better qualified candidates?

A niche partner like CallCenterJobs is positioned to help you reach deeper into the call center community to create awareness among the passive candidate audience and deliver better quality candidates to your talent pipeline now and in the future.
LONG-TERM ACQUISITION APPROACH

Intentionally Market to Candidates and Expand Your Reach

Over twenty years ago we introduced the first niche job board for the call center community. Using this same vision, we are leading once again by providing call centers with a comprehensive talent acquisition solution only a NICHE player like CallCenterJobs can deliver.

What is different today?
No one really needs ANOTHER job board. What is needed is a NEW vision/solution that reflects the current state of the job market and delivers CONTENT that will better serve job candidates in the future. Talent acquisition professionals understand that the traditional job boards meet short-term recruiting needs but fall short of truly being able to MARKET to a better quality audience on an ongoing basis.

Recruitment Marketing - a new term in the past few years - recognizes there is a need to start reaching (marketing to) candidates on an ongoing basis as part of a long-term process.

Our value proposition is our ability to reach and engage with the call center community on an ongoing basis. We serve this audience by delivering new and fresh CONTENT that they can't find in a job description when they are ready to consider new companies and opportunities.

Working together - we will create awareness within the call center community and deliver your marketing message to candidates 24/7/365 to reach a better quality audience.


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

Candidate Relationships Begin Long Before Recruitment

Top candidates in today’s job market are often already employed and only passively open to new opportunities. In contrast to active job seekers, they are more interested in identifying companies that would be a “right fit” for their career goals versus searching for a specific job. By transitioning your attention to Recruitment Marketing you can proactively reach this expanded pool of qualified candidates and get in front of them at the earliest stages of their search process.

The Future to Finding Better Candidates

Recruitment Marketing refers to the long-term process of attracting, nurturing, and engaging candidates using marketing strategies in the first three phases of the Talent Acquisition process.

Recruitment Marketing - A Company Profile on CallCenterJobs.com provides you with 24/7/365 coverage to reach the call center community when they are ready to start a search.

Awareness - We market to the entire call center community.
Consideration - Our visitors navigate our site to find potential employers, not just jobs.
Interest - You generate Interest by creating a Company Profile on our site and we deliver this message to our audience 24/7/365.

Recruiting - Our integrated job board ensures your open positions get greater visibility, reaching both active and passive candidates.

Applications - Our job board generates applications from interested candidates. They go right to your site and apply.
Selection - The value we deliver is to bring a new, wider base of candidates into your pipeline that improves the quality of people you hire throughout the year.

CALLCENTERJOBS.COM CHECKS ALL THE TALENT ACQUISITION CHOICES!

Increase Your Visibility Through the Entire Talent Acquisition Process

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

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?
The answer to this question is different for active and passive candidates.

Active candidates need a job and the large job boards meet that need! Passive candidates, however, are looking for the right opportunity with the right company. The information they need is not answered in a job description, and is often only answered by speaking to a recruiter which is not usually an option at this point in the recruiting process.

A Company Profile is your opportunity to speak to passive candidates in our call center community and communicate the information that answers a passive candidate’s questions about your company. More importantly, your Profile gives you 24/7/365 coverage to deliver your message to the call center community when THEY ARE READY to start their search.

We create the Awareness and your profile provides the content for Consideration. The result will be creating the Interest with a new audience of candidates that can move more quickly and efficiently through the recruiting process and self-qualify themselves without having to speak to a recruiter - allowing you to build a better talent pipeline for your call center. - THAT’S VALUE!

Open an account with us and we will send you our Guide to Attracting Passive Candidates which includes ALL the things you’ll want to consider adding to your Profile when creating your Profile.

Sample Company Profile

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

Small Changes - Big effect!
Recruiting to the passive candidate audience requires some changes. These changes must fit seamlessly within the current recruitment system, yet create change that can yield results. We are recommending these three additions to your approach to achieve measurable results.

Create a Company Profile that speaks to the passive candidate. Your recruiters already speak to these people so your message to answer their questions can easily be created in one or two hour long meetings.

Create a new Talent community link specifically for passive candidates arriving from CallCenterJobs.com. You will be creating a talent acquisition pipeline for future positions and more importantly building a list of candidates you can easily review to measure our performance.

Assign an in-house recruiter to review candidates that send you a LinkedIn Profile for consideration. These are candidates that are raising their hand saying they are interested in making a job change. You can follow up with them immediately as well as continually review the quality of the candidates we deliver to measure our performance.

Implementing these small changes will jumpstart your recruitment efforts to reach and engage with a better quality candidate audience within 3-5 days.

The Whole is Greater than the Sum of its Parts!
There are 3 stakeholders in this business model that when working together, create the synergy to deliver better results for everyone:

1. CallCenterJobs.com
   Our job is to create Awareness and provide candidates with quality content.

2. Employers
   To build a better quality talent pipeline it is your job to create a Company Profile that answers candidate questions to create the Interest that will lead them to visit your site or contact your firm.

3. Candidates
   If we do our jobs, the result is a better search experience for passive candidates within the call center community.
Company Profiles provide passive candidates with the information they need to reach out and express interest in your call center. Giving them easy access to raise their hand and express interest builds your talent pipeline and provides you with tangible evidence of the quality of our candidates to determine your ROI without disrupting your current recruitment efforts.

Determining the value of our service has never been easier. Get started reviewing our candidates today and build a talent pipeline you never thought possible.

**Services / Pricing:**

- **Single 30-day Job Posting - $195.00**
  - Job remains on our site for 30 days.

- **Starter Company Profile - $395.00**
  - Includes Single Job Posting, active for 30 days.

- **Upgraded Company Profile - $595.00**
  - Includes 3 Job Postings, each is active for 30 days.

- **Full Company Profile Package - $795.00**
  - Includes unlimited job postings for the year
  - We “scrape” jobs and update daily***
  - Applicants apply via your website

- **Featured Company Profile Package - $995.00**
  - Includes everything in the $795 package PLUS we move your Company Profile to the top of your Metro area.

*** No extra charge if you have at least 3 call centers per company using this service. We can accept an XML feed if you have less than 3 centers.

**Company Profile Packages include:**

- Company Description in ONE Metro Area location
- Meta Tags for SEO of your call center location.
- Links to your open jobs on your website, Indeed, and LinkedIn
- Zip code location on our Google Map

CLICK HERE TO OPEN YOUR ACCOUNT AND GET STARTED

www.callcenterjobs.com/newaccount.cfm