

## 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.



**JOBS. EDUCATION. KNOWLEDGE.**  
Serving the Call Center Community Since 1998.

# 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.

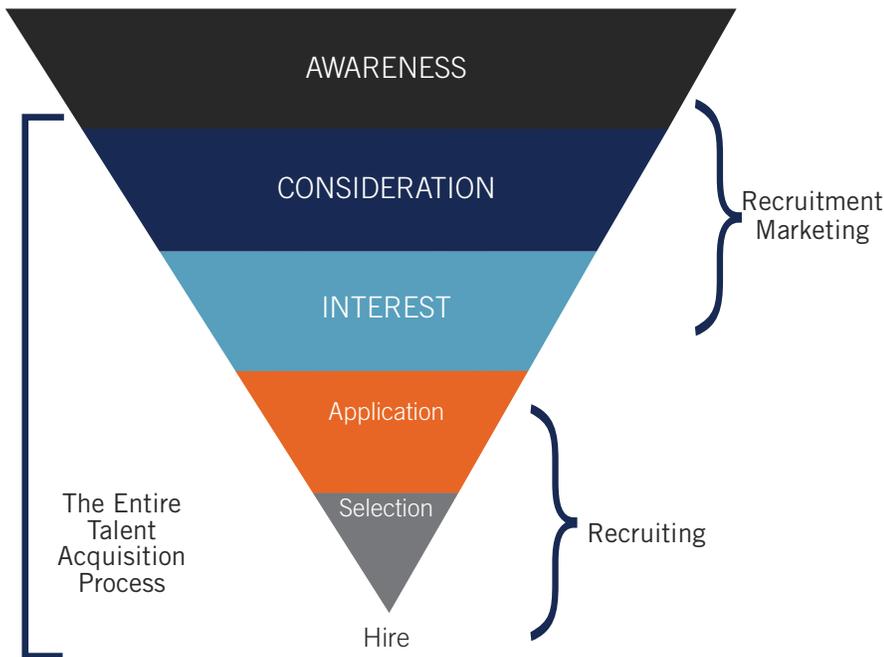
### What is different today?

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.

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### ACQUIRING NEW TALENT

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**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.

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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.

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**Jobs. Education. Knowledge.**

## 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

**Application**



Recruitment

**Selection**



20% ACTIVE

80% PASSIVE CANDIDATES

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?

**An effective marketing message needs to resonate with the target audience, clearly convey the unique value proposition, and inspire action**

Your open jobs posted on our site will market specific jobs, but candidates need to see the bigger picture. They want to understand more about your company culture and the call center environment before they decide to apply or join your talent community.

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!

## Sample Company Profile

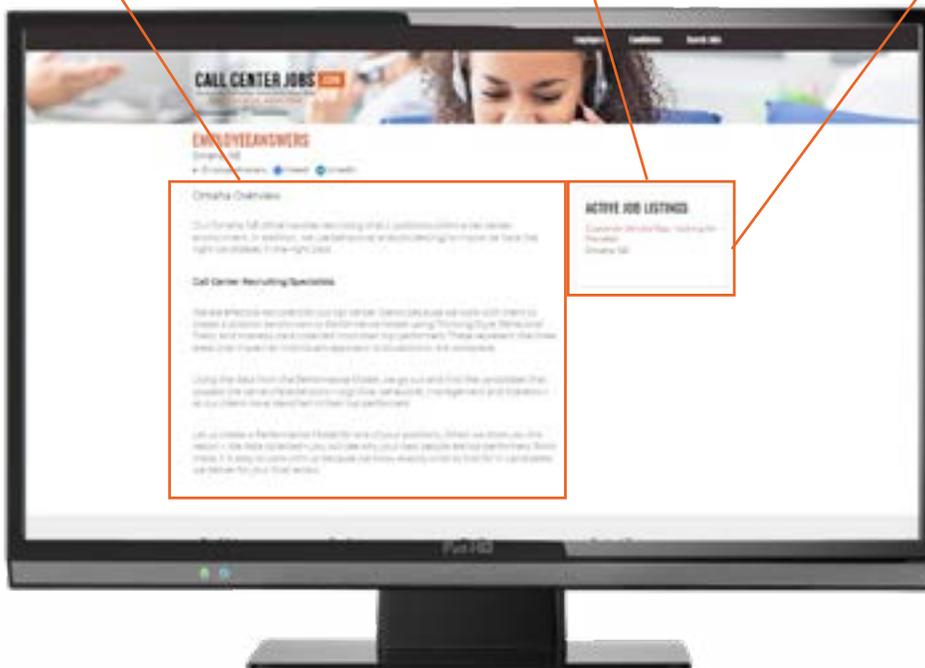
**COMPREHENSIVE SEARCH - Candidates now have ONE place to search for jobs...**

- On your career website (city specific)
- On Indeed
- On LinkedIn

**Jobs are city specific searches!**

**Unlimited space to tell your story and gain consideration and Interest!**

**Includes active jobs posted on CallCenterJobs.com**



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*



### **CallCenterJobs is a Recruitment Marketing Solution, not a Job Board!**

- We market only to the call center community.
- We focus on quality vs. quantity of candidate.
- We do not mass market our jobs on other jobs boards.
- Our audience is grown organically.
- Our content is what attracts and retains our audience.

### **Jumpstart your Recruitment Marketing Efforts!**

CallCenterJobs is an investment in a long-term solution to find better candidates. Here are a few ways to use our site more efficiently:

Build a talent acquisition pipeline:

- Create a unique URL specifically for CallCenterJobs.com candidates.
- Invite people to join your Talent community for future consideration.
- Use this opportunity to measure our performance.

Be more candidate friendly! Generally, the best candidates are already employed, but most of them are open to new opportunities. Make it easier for them to connect with you:

- .Allow **\*\*SOME\*\*** of our audience to submit their LinkedIn profile to your recruiter.
- This feature is handled through our platform so they do not have your email address.
- These candidates are serious and know what they want in their next position.

**\*\* CallCenterJobs.com - through a Partner - offers candidates a soft skill training and development program that provides them with an analysis of their preferred behaviors (using a behavioral assessment) and how they translate to 27 different soft skills. Candidates who pay for and enroll in this service will be the ONLY people allowed to submit a LinkedIn Profile to your recruiter.**



### **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:

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

**Employers** - You provide the content that engages candidates to create interest.

**Candidates** - Together we will create a better quality search experience for candidates that will make sure they start their job search at CallCenterJobs.com.

## VALUE PROPOSITION:

Quality, Flexibility, Speed

Price

Recruitment Marketing is a long-term effort to attract passive candidates and create interest in your call center. Your Company Profile gives you 24/7/365 access to experienced call center candidates within our community.

## Services / Pricing:

**Small investment - huge upside  
in return on investment!**

### Single 30-day Job Posting - \$195.00

- Job remains on our site for 30 days.

### Starter Company Profile Package - \$395.00

- Includes 3 job postings for 30 days.

### Full Company Profile Package - \$595.00

- Includes unlimited job postings for the year.
- We “scrape” jobs and update daily.
- Applicants apply via your website.

### Featured Company Profile Package - \$795.00

- Includes everything in the \$595 package PLUS we move your Company Profile to the top of your Metro area.



### Company Profile Packages include:

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

**CLICK HERE TO OPEN YOUR ACCOUNT AND GET STARTED**

[www.callcenterjobs.com/newaccount.cfm](http://www.callcenterjobs.com/newaccount.cfm)

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