

SECRETS OF RECRUITERS

Finding Staff Online

My mission in life is not merely to survive. But to thrive; and to do so with some passion, some humor, and some style. – Maya Angelou

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Your Presenters

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What we do:

- Childcare Business Management Training
- Programs
 Childcare Business Workshops
- Childcare Business Train the Trainer Hampton Roads Shared Services Alliance
- Management
- HR Recruitment
 CMS Technology
- CMS Technology Implementation Leadership Academy Administration Services



Workshop Goals

- New shift in hiring practices
- Marketing mindset for attracting people who are the right fit
- Career pages that streamline your process and work with hiring platforms
- Online hiring platforms overview
- Maximize your job ad performance by understanding search engine algorithms

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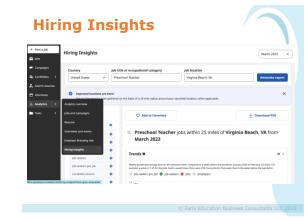


Early Education

Business Consultants

Where is Everybody?

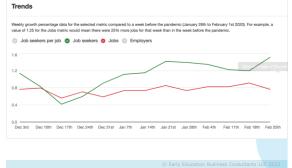
- Competition for employees is fierce
- Lots of job hopping
- Looking for higher wages
- Looking for advancement
- Stressful & demanding work
- The BIG "shift" work-life balance
- Less available workers
- Discrepancy pay and credentials
- Lack of employer response



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Recruitment Must Haves

- Well Defined Hiring Process
 - Effective Job Description & Ad
 - Screening & Interviewing
 - Reference & Background Checks
- Website Career Page
- Hiring Platform/Applicant Tracking System
- Indeed Company Page with Reviews
- Positive & Effective Onboarding Experience
- Automation

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Employers should shift their focus from marketing to customers to marketing for staff





What do Employees want?

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Benefits

- Paid time off
- ✓ Maternity leave
- ✓ Pay for continuing education
- Health benefits
- ✓ Retirement plans
- ✓ Life, disability insurance

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TARGET MARKETING



A **Target Market** is a defined group of customers to which you sell your services and direct your marketing efforts.

Marketing Messaging represents how a brand communicates their value to customers.

We have HUGE benefits working in Early Childhood. It's time to promote them!!

First think about your work environment and culture, describe it!

- The unit acutar your work environment and culture, describe it!
 Fun!
 Making a difference, meaningful work
 Work with children
 Be outside!
 Creative work environment
 Clean, snitary, extrem health protocols
 Not a desk job!
 Family finendy and flexible scheduling
 Maternity leave
 Predictable hours
 Free funches, snacks and COFFEE
 We invest in you! We train and professionally develop our team
 We have a career path, scholaships!
 Lots or decharation, valued
 Smoke free
 Our customers are amazing!
 Lots of perks

Restaurant Workers Late ingith hours, inconsistent hours Smokey environments Difficult customers Insensitive leadership, difficult bosses Physically demanding College Students, Military spouses

Need part-time hours
Flexible schedule
Looking for experience
Want fun

Other industries we are competing with:

- Women returning to work
 Training
 Discounted childcare
 Fun, people focused
- Retired educators & individuals

 Part-time
 Valued

Apply Here

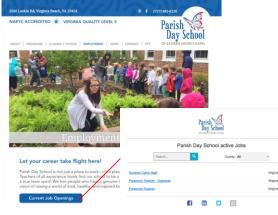
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What are you looking for?

ATTRIBUTES NEEDED

- ✓ Customer Service (Parent Interactions)
- ✓ Child Interaction & Trust
- ✓ Initiative
- ✓ Technical Knowledge
- Teamwork & Collaboration
- Communication Verbal & Written
- ✓ Reliability















Job Ad Visibility

Applicant search results are determined by job visibility.

- Job visibility is impacted by:
 - Time
 - Content (Key Words, Title & Description)

- Company Branding
- Reviews
- Applicant Behavior
- CTR (Click Through Rate)
- CompetitionLocation
- Other AI Factors

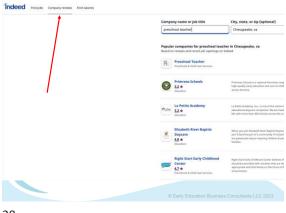




Company Pages Branding

- Time spent on Company Pages increased 20% since February 2020
- Claim Company Page and Customize Features
 - business logo
 - company information
 - pictures and company culture
 - Link to website
- Lists all jobs in one place
- Employee reviews
- Company pages https://www.indeed.com/companies/

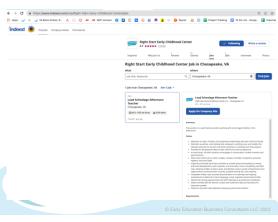




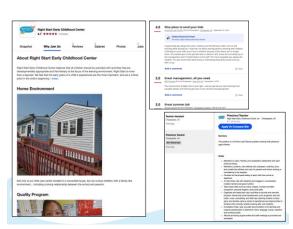
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Beware!

Don't . . .

- Search for or click your own job ads
- Compete with yourself with multiple ads for similar positions
- Try to cheat time by turning ads on/off
- Minimize the quality or content of the job ad
- Make your application too long

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Do . . .

- Keep titles < 5 words
- Be creative with content
- Show uniqueness
- Highlight benefits
- Strategically place industry keywords

Mobile optimize

op search terms by clicks	
1. daycare	6.31%
2. child care	4.3%
3. preschool teacher	4.23%
4. toacher assistant	2.41%
5. teacher	2.19%
6. teen	1.52%
7. preschool	1.42%
8. daycare assistant	1.26%
9. assistant teacher	1.08%
10. lead teacher	1.05%

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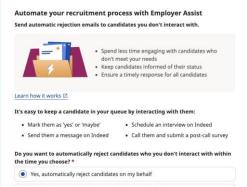
You don't have to do it all!

- Make the hiring process a team effort
- Use automation
- Delegate routine tasks that can't be automated
- Let the process do the initial screening
- Phone calls are no longer the standard
- Use your time and skills where they count

Incoming/Candidate/Hire Pages

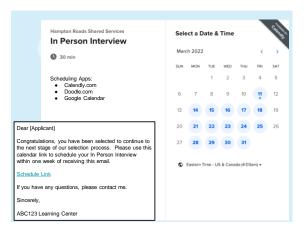
Post a job	Candidates Al candidates Matched candidates	Q Post a job
	All Open and Paused Jobs 😽	
Campaigns Candidates >	Filters V C 73 Active V 0 Shortlist 14 Awaiting Review 31 Reviewed 28 Contacting	g 21 Reje > Add candidate
		Interested?
	Applicant's Name Teator Austrat Carataling Canadidae applied coasile of allowed time/hame	✓ ? X :
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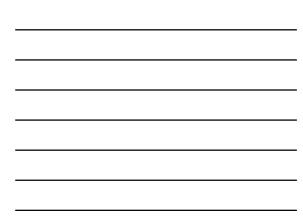
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No, don't automatically reject candidates on my behalf

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Create an Employee Onboarding Link

- One Link/QR Code to share
- Buttons link to pdfs and websites Fast & easy to create/update ٠ ٠
- Inexpensive
 Several options examples:
 - Lnk.bio
 - Linktr.ee
 - Lnkr.bio





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https://Ink.at/hrssa_hr

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