



# The Nucleus of Building Community

Learn the key steps needed to develop and foster a strong, united community across your organization.

# Overview

## Why Community?

**Building community is the driving force for both recruitment and retention of diverse individuals to seamlessly blend within a growing organization.**

## When Is The Right Time?

**Whether an organization is hiring from the ground up, or replacing a previous individual, or even looking for ways to retain diverse employees- the right time for building community is always immediate and in the exact moment you may begin to question its need.**



# Community

## VISION

Foster a place where you can engage with candidates on a consistent basis with the intent to understand the needs of our talent, build a genuine relationship & have a central place where you can connect with and source great talent that have already shown interest in your organization.

## GOAL

Building genuine connections to source top Black and Brown talent.



**RELATIONSHIP  
BUILDING**



**BECOME A RESOURCE  
THAT CANDIDATES  
CAN COUNT ON**



**DIVERSITY  
RECRUITMENT  
AT SCALE**

## ACTIONS

Engaging consistently to understand the needs of our community.

Develop Recruitment  
Marketing  
Strategy/Funnel

Set up Landing Pages  
and Drip Campaigns  
to engage and nurture  
talent.

Set Up Additional  
Communities (LinkedIn  
Groups, Instagram,  
Slack, etc.)

Optimize Social Media to act as a key  
entry point for talent to join the  
community

- Update Social Media Pages to speak to candidates.
- Set up links to drive back to landing pages to receive candidate opt in.

Optimize Website to act as a key entry  
point for moving talent into  
community.

- Add Exit intent Pop Up when candidates land on Careers page to get them to sign up for your community

# Building a Community

By creating a central hub for connection and sourcing top talent, Jump Recruits is empowering individuals to achieve their career aspirations. Join us as we work towards a more diverse and inclusive future in the hiring world. Take these below steps to help us build a broader community from within your organization to the global audience.

## SET UP SYSTEM TO COMMUNICATE WITH TALENT

- Slack, LinkedIn Groups, IG, and other social cha
- Talent Engagement
- Segmentation
- Process Flow/Systems

## PROVIDE AN ENTRY POINT

- Webinars, Training
- Learn about Talent needs

## ESTABLISH EMPLOYER BRAND

- Mission, Value, EVP
- Communicate to Talent needs

## CONTINUE TO ADD VALUE!

- Extend beyond just sourcing and hiring.
- Engage with candidates consistently
- Understand their needs
- Provide valuable resources and insights to help them succeed

## RECRUITER USES COMMUNITY TO SOURCE

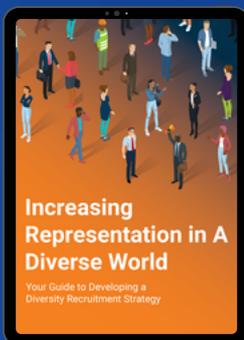
- Foster genuine relationships to understand the needs of the community to identify and attract the best candidates.

# Congrats! You're On The Right Path

Jump Recruits partners with organizations to deliver great talent, focusing on Black & Brown professionals.

Take this action one step further, reach out to our client partnerships team and talk through what resources you need to achieve the results you want.

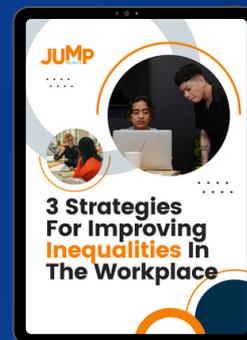
## Diversity Deep Dives



[Diversity Recruitment Strategy Guide](#)



[4 steps to redefine your talent Acquisition strategy](#)



[3 Strategies For Improving Inequality In The Workplace](#)

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