



# STRATEGIES FOR BUILDING A CANDIDATE JOURNEY THAT CONVERTS

Effective talent recruitment is more than just attracting, hiring, and retaining top talent. It's about creating an experience that enables candidates to envision career opportunities and growth that they can only achieve by becoming part of your organization.

# Before We Get Started

Recruiting the right people is essential to the success of any organization, and a well-executed recruitment process can be the key to attracting and retaining the best candidates. However, many organizations fail to consider the candidate's journey which, when not done properly, can lead to a less than ideal recruitment experience and ultimately result in losing out on great candidates.

Throughout this eBook we will tackle the various stages and steps included in the candidate journey. While all candidate journeys are not the same, our hope is that by providing you with a template that we've used with multiple clients you will be able to take this information and shape it into a process that works for your organization.

## Why You Should Build a Candidate Journey?

Mapping out the journey your candidates go through in the recruitment process is important for several reasons:

1. **Improving the candidate experience:** Understanding the candidate journey allows you to identify pain points and areas for improvement. By improving the candidate experience, you can attract and retain top talent and increase the likelihood of them accepting your job offer.
2. **Enhancing employer branding:** A positive candidate experience can lead to positive word-of-mouth and a strong employer brand. Candidates who have a good experience with your recruitment process are more likely to recommend your company to others, even if they don't get the job.
3. **Streamlining the process:** Mapping out the candidate journey can help you identify bottlenecks or areas where the process could be streamlined. This can lead to a more efficient recruitment process that saves time and resources for both candidates and recruiters.
4. **Data-driven decision making:** By tracking the candidate journey, you can collect data on how long each stage of the process takes and where candidates drop off. This information can be used to make data-driven decisions to improve the process.

Overall, mapping out the candidate journey is essential for creating a positive candidate experience, enhancing your employer brand, streamlining the recruitment process, and making data-driven decisions to improve the process.

# Candidate Journey

To attract and retain top talent, it's crucial to prioritize the treatment of candidates by providing them with a seamless and enjoyable experience throughout their journey with your company, starting from the moment they first learn about your organization to the day they become a member of your team. By creating a positive candidate experience, you can differentiate your organization from competitors and build a strong employer brand that attracts the best candidates.



## STEP 1 - ATTRACT

- Curated Events
- Social Media
- Diverse Collateral
- EVP
- Employer Branding



## STEP 2 - APPLY FOR POSITIONS

- Job Description Checked for Bias language
- Email Campaigns
- Talent Community



## STEP 3 - RECRUIT

- Traditional Channels (SM, University, Conference)
- Alternative Talent Channels (GroupMe, Slack, Bootcamps)
- Interview Guide
- Interview Scorecard



## STEP 4- CONVERT

- Collect Conversion Data and Perform Analysis



## Step 5 – ONBOARD

- Mentor Program
- Quality of Hire Survey
- Development Plan



## STEP 6 - ENGAGE

- Challenging Assignment & Projects
- International Assessments
- Social Initiatives
- Build connection to community



# STEP 1: ATTRACT

During the attraction phase of the recruitment process, the goal is to understand how your organization is being presented to candidates. By being intentional about how you show up, you can help candidates better understand and assess whether your organization is the right fit for them.



## DIVERSE COLLATERAL

Ensure your company's materials, such as brochures, job descriptions, and websites, accurately reflect your commitment to the talent.



## CURATED EVENTS

Hosting events specifically tailored to the communities you are trying to attract can be a powerful way to showcase your organization's commitment to that community.



## EVP

It's important to clearly communicate the unique value and benefits of working for your organization, such as how your company supports the career growth and development of employees, as well as the details of your total rewards package.



## SOCIAL MEDIA

Utilize social media platforms to reach candidates and share information about your company's culture, mission, and current job opportunities.



## EMPLOYER BRANDING

Build a strong and positive employer brand that resonates with candidates and accurately reflects the inclusive culture of your organization.

# STEP 2: APPLY FOR POSITIONS

During the application phase, it's important to effectively utilize available resources to ensure a seamless application process for all candidates, regardless of their background. This includes removing bias from job descriptions to avoid excluding marginalized groups, building talent communities to expand your reach, and creating targeted email campaigns that make it easy for your intended audience to learn about your company and immediately apply for open roles.



## **CHECK JOB DESCRIPTION FOR BIAS LANGUAGE**

Review your job descriptions for any language that could be perceived as biased or exclusionary, and make revisions to ensure that all candidates feel welcome and encouraged to apply.



## **TALENT COMMUNITY**

Build a strong and engaged talent community of diverse candidates who are interested in your organization, and provide regular updates and information about job opportunities, company culture, and other relevant topics. This can help build a pipeline of qualified and interested candidates for future job openings.



## **EMAIL CAMPAIGNS**

Utilize targeted email campaigns to reach candidates and provide information about current job opportunities, company culture, and the benefits of working for your organization.

# STEP 3: RECRUIT

To effectively attract top talent to your organization, it's crucial to employ a diverse range of channels and strategies that are tailored to the needs and preferences of candidates. This step is all about finding and connecting with the best talent out there, whether it's through online job boards, social media platforms, networking events, or other means.



## TRADITIONAL CHANNELS

Utilize traditional recruitment channels, such as job boards, staffing agencies, and college recruitment programs, to reach a broad pool of candidates and provide information about job opportunities with your organization.



## INTERVIEW GUIDE

Develop a comprehensive interview guide that outlines the interview process, expected behaviors and outcomes, and provides guidance for conducting interviews that are inclusive, objective, and free from bias.



## ALTERNATIVE TALENT CHANNELS

Explore alternative talent channels that may be more effective in reaching diverse candidates, such as employee referrals, niche job boards, and professional associations.



## INTERVIEW SCORECARD

Create a standardized interview scorecard that allows for consistent and objective evaluations of candidate strengths and weaknesses, and provides a basis for making informed hiring decisions. This can help ensure that all candidates are evaluated fairly and equitably.

# STEP 4: CONVERT

The focus of this step is on finalizing the recruitment process by securing a commitment from the candidate to join your organization and analyzing the data related to successful conversions.



## **COLLECT CONVERSION DATA AND PERFORM ANALYSIS.**

Regularly collect and analyze data on your conversion rates. This information can be used to identify areas for improvement and make decisions to increase the effectiveness of your recruitment process.

# STEP 5: ONBOARD

Effectively onboarding new talent into your organization is just as critical as the recruitment process itself. The onboarding experience can leave a lasting impression on new hires and shape their perception of your organization.



## **MENTOR PROGRAM**

Implement a mentor program that pairs new hires with experienced employees, providing a supportive and inclusive environment for employees to acclimate to the organization.



## **QUALITY OF HIRE SURVEY**

Conduct regular quality of hire surveys to gather feedback from new hires, managers, and HR professionals on the effectiveness of the recruitment process.



## **DEVELOPMENT PLAN**

Develop and implement a customized development plan for each new hire, that outlines the training, resources, and support they need to succeed in their new role.

# STEP 6: ENGAGE

Once your new hire is onboard, it's crucial to maintain their engagement and motivation throughout their tenure with your organization. When employees are engaged, they are more likely to remain with your company and enjoy their work, colleagues, and the additional benefits that come with being a part of the organization. By prioritizing employee engagement and making them feel valued, you can foster a more supportive, collaborative, and inclusive workplace culture that benefits both employees and the company as a whole.



## CHALLENGING ASSIGNMENT

Provide employees with challenging assignments and projects that allow them to stretch their skills and take on new responsibilities.



## SOCIAL INITIATIVES

Encourage employees to participate in social initiatives and volunteer opportunities both inside and outside the workplace. This can help to build connections, foster a sense of community, and promote a positive work-life balance.



## INTERNATIONAL ASSESSMENTS

Provide opportunities for employees to gain international experience through assignments, projects, or training programs. This can help to broaden their perspectives, improve their skills, and build their networks.



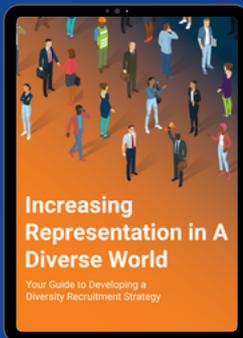
## BUILD COMMUNITY.

Foster connections between employees and the wider community, through events, mentorship programs, and other initiatives.

# About Jump Recruits

Jump Recruits is the leading talent placement firm that delivers engaged Black and Brown talent for growing companies looking to succeed in an increasingly competitive market.

## More Helpful Resources



[Diversity Recruitment Strategy Guide](#)



[Diversity Recruitment Action Plan](#)



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

Does having diverse talent slates that your hiring managers can choose from important to your company? If so...

Let's Talk More



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