

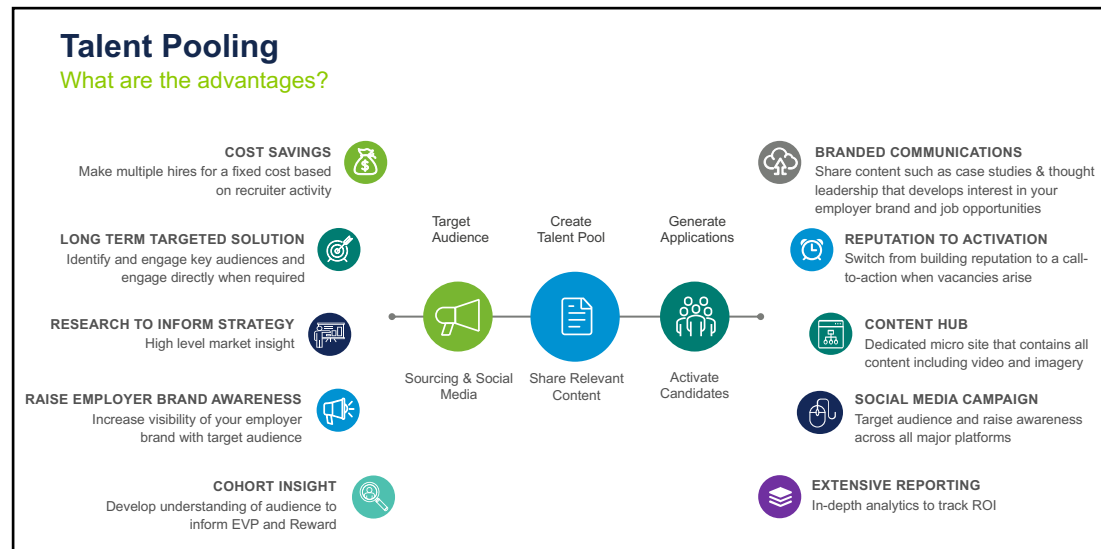
# TALENT POOLING

## Keeping your candidates engaged during a prolonged hiring process

Having an engaged pool of candidates who understand your business and have the skills you need is always a valuable commodity and it becomes a necessity in times of uncertainty.

You may be looking to nurture niche specialists who are not ready to move yet. Or you may have people stuck part way through the recruiting process or talented people responding to vacancies that no longer exist.

Talent pooling enables you to hold onto this interest until the time is right to hire.



**'75% of hiring managers say it's easier to attract top talent when they know about your organisation'**

**Better for decision makers**  
'88% of hiring decision makers agree that an informed candidate is a quality candidate.'

**Improving quality of candidates**  
'76% of hiring decision makers say attracting quality candidates is their #1 challenge.'

**Improving external perceptions**  
'83% of job seekers are likely to research a company when deciding on where to apply for a job.'

**Better informed candidates**  
'93% of employees/job seekers say it is important to be informed about all aspects of an organisation (culture, values, business model, future plans) prior to accepting a job offer.'

*Glassdoor survey.*



## Key Features

We offer a talent pooling service personalised to your needs and your business objectives. The key features of our solution include:

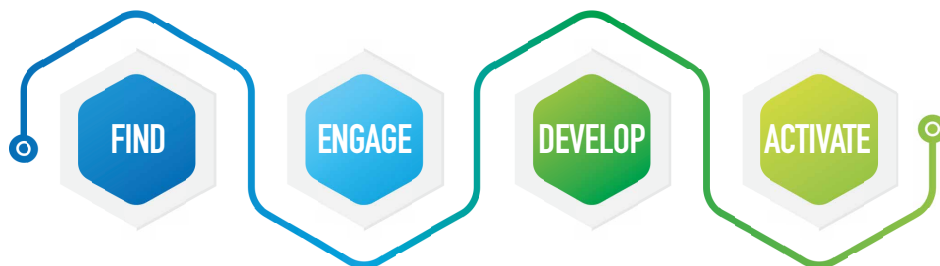
**Generating Interest** – To create your talent pool, we use a number of tools and channels that reach passive candidates – including promotion across social channels and CV databases to message the right talent.

**Data capture** – Responders are guided to a fully responsive registration page to collect information and segment the audience.

**Targeted communications** – In order to build and sustain interest we keep in touch with the registrant through communications crafted to specific audiences. Not only that, we are also able to report on the engagement level of each person in the pool.

**Content Hub** – We create and host a content hub with pages designed to match your brand and EVP requirements. The page use is fully trackable using Google Analytics and our own click, mouse movement and scroll depth tracking technology.

**Engagement** – At key times, we'll push users to specific pages on your website in order to create awareness of opportunities such as new vacancies or events that are suitable to each individual.



## Frequently Asked Questions

### What will I get?

- A bespoke, branded Register-Your-Interest portal & dedicated landing page with company and job vacancy information
- Recruiter-led talent identification to create a targeted talent list
- Recruiter-led engagement through social network messaging and engagement conversations
- Initial engagement & screening of prospect conversations – handed over to you to take forward into the application process
- A social media campaign to drive awareness of employer brand and job opportunities
- A crafted monthly content schedule to engage and inform the talent pool

### What added value will I receive?

- We'll provide you with a talent engagement strategy
- We'll identify the audience and deliver segmentation consultancy
- We'll produce a social media and content road map

### Management & Reporting

We'll supply:

- A social media consultant to manage content delivery
- A recruitment consultant to manage engagement and response
- A campaign lead to manage client communication and internal team
- Bi-monthly updates on deliverables
- Regular analysis and campaign metrics to identify key learnings

## FOR MORE INFORMATION, CONTACT US

To find out more, speak to your Client Manager or call Anthony Breen on 07802 718878, email [Rbach@PeopleScout.co.uk](mailto:Rbach@PeopleScout.co.uk)