

Careers in Caring Checklist

1. CAMPAIGN OBJECTIVE

Identify your overarching goals (what do you want to happen as a result of your hiring campaign?).

Choose objectives (SMART objectives – Specific, Measurable, Achievable, Realistic, and Timely).

Determine if you have any budget you can dedicate to your hiring campaign.

Determine who you are trying to reach (students, health care professionals, the general public, etc).

2. CHOOSE THE TACTICS OR CHANNELS (CHOOSE 2-3)

Host an open house or facility tour

Visit local high schools, community colleges, universities, or technical schools

Press or media outreach

Social media

Get current employees to serve as recruiters/spokespersons

Attend job fair

Post on online job boards

Facility newsletters (internal or external communication that shares details regarding the latest community and facility updates)

Other ideas:

3. CHOOSE THE RESOURCES FOR EACH TACTIC

- Choose Careers in Caring [resources](#) that can help support your tactics.

- Prepare the content: download and personalize the materials and resources. You can add your facility name and logo or you can use the materials as they are without any changes.

4. MAP OUT THE EXECUTION OF YOUR TACTICS

- Develop a calendar and set deadlines for your work.

- Assign tasks to team members if appropriate.

- Create any other content or materials you'll need.

- Brief your employees and prepare your team.

- Identify spokespersons or people to attend events like hiring fairs if needed.

5. LAUNCH

- Begin distributing, displaying, presenting and using the materials to support your hiring efforts!

- Monitor your success and collect data i.e., number of:
 - Clicks, likes, or engagement you had on social media
 - Individuals that applied for open positions
 - Individuals that attended a tour or job fair
 - Press coverage
 - Schools visited/students talked to
 - Interviews held

- Debrief with your team.