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Drawing Quality Talent Requires Quality Marketing Materials



Patrick Ropella, Founder & Owner, Ropella Group

The truth is that hiring and retaining top talent on an ongoing basis is not easy. Proper marketing, however, can reduce much of that work, as long as the groundwork is laid first. The marketing of a good job opportunity is just as powerful to draw top talent as is offering a quality job in the first place. The key to effective marketing is to fully understand all about the job — from every angle.

Marketing to the talent you want means thinking of more than just your customers. That is only half of the equation. You will need to think about what that talent wants and needs and then matching them with the needs and wants of your company. You will need to understand the mindset, behaviors, desires, wants and needs of the specific talent you want to attract and then market to them. By aligning your current talent pool with your

opportunities — and the jobs they dream about, you can create a strong foundation for employees that will be around for a long while.

Like Traditional Marketing, Differentiation Is the Key

A very important part of being able to draw top talent for your open job positions will largely depend on your ability to differentiate your position from your competitors. Doing this, however, requires attention to details. Candidates typically love details, as opposed to more generalized information, and the more you can give them the better off you will be toward successfully getting their attention. By providing them with more details than your competitors, you will also find that they will more quickly become comfortable with your company, hiring personnel, and the job opportunity.

The Typical Job Ad

Let's take a look at a typical ad that might be found on the average job board. This ad was created for the purpose of this sample.

Emergency Room Registration

We are currently looking for EXPERIENCED Emergency Room Registration clerks.

Must be able to work any hours, including weekends and holidays!

Must have great customer service experience, and thrive in a fast-paced environment.

In an emergency room, you will be in contact with a variety of people with a variety of injuries. You must be able to adjust your customer service skills to accommodate each situation.

Meditech experience is preferred but not required.

Previous Emergency Room Registration experience is required.

Email resume to Sandy@prestigemedicalclinic.com.

Here is the same ad upgraded for marketing purposes:

NEW Emergency Room Needs Registration Clerk

Do you have pride in your health care career, do you care about people, does solving problems fulfill you... then



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you'll fit in well here, where we focus on developing our people, taking care of our customers & staff and have a customer satisfaction rating as one of the top hospitals in the country.



Prestige Medical Center is currently looking for Experienced medical office personnel! This extremely busy position requires a high energy, pleasant, professional person to handle a variety of duties.

Qualified candidate will have 2+ years of Emergency Room Registration experience in a fast paced environment and experience with health care information systems, Meditech preferred.

Must be able to pass pre-employment background check, blood, drug, and TB testing. Candidate must be able to work all shifts, weekends and holidays.

For further information check out our careers website and/or for immediate consideration, email your resume to sandy@prestigemedicalclinic.com or click on the "apply now" button at: www.prestigemedicalclinic.com/greatopportunity/

As you read the ad, several revisions have certainly stood out and caught your eye. They should include:

- A greater attractiveness using a logo and adding sales-style wording. You should also have noticed that it now reads more like a marketing message than a want ad.
- An emphasis is placed on the newness of the Emergency Room. If your facility is not new, find some attractive feature that stands out and focus on it in your headline.
- Note that the "must-haves" and the "experience required" are right at the top. There is no need to make unqualified people read the whole advertisement.
- A description is added to "Meditech." If something is required, describe it. Tell the reader what it is, but avoid industry jargon, acronyms or internally used titles.
- The requirement that the candidate have "Emergency Room registration experience" is strengthened by using the qualifier of "a few years."
- Prospects are led directly to the hospital website in order to expose them to more employment branding efforts of the hospital.

Now, Redo the Ad One More Time to Make It Really Sizzle

Start out by listing the top five "must haves" on your position description. These are your deal breakers—if they don't meet these five things then you simply toss their resume. Once you have these "must haves," then you want to add in the "outcomes" that you expect the new candidate to achieve. Here are some general ideas for outcomes that you may include:

- Money increased or money saved, and by how much.
- Numbers raised or numbers cut, and by how much.
- Percentages improved or percentages eliminated, and by how much.
- Problems solved and what benefits will be derived.
- Innovations/products/programs they are expected to create or improve.

Adding the "must haves" as well as the "outcomes" will limit those who apply for any job position, and still draw those you want to target. Here is the same ad upgraded once more for marketing/sizzle purposes with these elements added to draw the top talent you want:



1000 Prestige Blvd., Atlanta, GA 54321
800-777-1000
www.prestigemedicalcenter.com

Want to Really Help People? Join our ER!

Spotless & Brand NEW Emergency Room! Registration Clerk Needed by July

Do you take pride in your healthcare career? Do you enjoy and really care about people? Does solving problems fulfill you? Then you'll fit right in here! We have one of the top customer satisfaction ratings in the country, and we got there by always placing a focus on developing our people and taking great care of our customers and staff.

We use MEDITECH (healthcare information systems). Our preferred candidate would have some experience (1 to 3 years is ideal) but experience is not required. If you have some other information systems experience, we can train you to use MEDITECH.

A minimum of 2 years (5 years is ideal) of previous Emergency Room registration experience is required.

A completed Associate's Degree is preferred. An undergrad degree is a real plus.

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Mar 27, 1:00PM-2:00PM EDT



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We are dedicated to collecting accurate information about our patients. We want to increase the percentage of accurate registrations for the ED to 92 percent or greater with a stretch goal of 96 percent or greater for the current year.

We want to move patient satisfaction scores with registration into the 90th percentile and need someone who will be committed to making registration a positive experience for our patients.

We're open 24/7 Want to work some nights or weekends? We need you to! Preferred candidates show the flexibility to rotate schedules and share nights and weekends and have a verifiable track record of doing so.

We serve a wide variety of customers, so you need to have experience serving all types of people. We serve all races, income levels, and all sorts of interesting personalities. Preferred candidates enjoy diversity, are relationship builders, and have demonstrated success working in a similar role.

Things move fast here' you need to be able to multitask and stay very organized. We track productivity levels and expect a minimum of 10 percent improvement annually. We also encourage and measure innovative ideas, systems improvements, and creative thinking.

In an Emergency Room, it can get stressful and emotional as injuries and treatments create emotional lows and highs. We have to regulate ourselves to meet the needs of our customers, their families, and our staff. Candidates need to be stable, well adjusted, and capable of handling high-pressure moments.

We are an alcohol-, drug-, and crime-free workplace. We randomly check all three and regularly run staff health screenings to protect our customers, their families, and our staff.

For further information, check out our Careers Website and/or for immediate consideration, email your resume to sandy@prestigenmedicalcenter.com or click on the "apply now" button at: www.prestigenmedicalcenter.com/greatopportunity

After looking carefully at this ad, you should notice how it does much to clarify the position and gives the reader a list of things they must have and the desired outcomes. The refined ad will now help your company draw more of the candidates it wants —letting you build a stronger company—and a greater bottomline.

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Patrick B. Ropella is Chairman & CEO of the Ropella Group, an international Executive Search, Leadership Transformation, and Corporate Consulting firm with clients among the world's most prestigious corporations. Patrick authored the book and web-based training program [The Right Hire —Mastering the Art of SMART Talent Management](#), which covers Sourcing, Marketing, Assessing, Recruiting, Retention, Training, and Transforming top talent. As a thought leader, Patrick has seen his content promoted, featured, and published in a wide variety of trade magazines, business publications, and industry blogs and journals. Patrick regularly speaks at webinars, career fairs, conferences, trades shows, and more.

1 Responses for Drawing Quality Talent Requires Quality Marketing Materials



[Brian Kevin Johnston](#) :
January 17, 2013 at 2:36 pm

VERY VERY GOOD ARTICLE. We should be paying attention to this stuff . Little things matter this day and age . Science and Art are merging into business as a must have, not a nice to have Thanks for sharing . Best to ALL, Brian-

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Dan Hanyzewski,
Principal,
Sunrise Systems

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