

Creative Recruiting: Unconventional Approaches in a Competitive Job Market



Tosha Zimmerman, CVT

Recruiting experienced staff in this competitive job market is a hot topic in our profession as there are more open positions than there are people to fill them. Every job board on the internet has multiple pages to scroll through and can be daunting for job seekers to decide where they should apply. Most job descriptions are boring and will lose someone's attention within seconds.

At the same time, you don't want to hire just anyone out of desperation. The applicant may have years of experience in anesthesia but have the personality of barracuda which you won't find out until a week into their employment. Or, perhaps they don't fit into your culture or believe in collaboration which you hold both to a very high standard.

Hiring staff that fits into your culture and believe in your brand in the first place will save you time and money in the long run. What if you had the right tools and creative ability to design job descriptions and ads to attract the right applicants from the get-go? The ones that would fit into your practice beautifully and feel as though they would contribute to the success of the practice?



Our goal today in this interactive workshop is to work together to create job descriptions and videos that will appeal to applicants who would fit into your practice in the first place and eliminate the ones who wouldn't. All you need is a clear vision of who you are as a practice and the ideas will start to flow along with support from your Uncharted tribe!

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OBJECTIVES

In this interactive workshop, we will focus on helping one another create unique content for job descriptions that will accurately describe your practice culture and values to attract your ideal candidates. We will also discuss where to promote your openings beyond normal job boards. Applicants have many choices these days but finding the right fit for your practice will take some creativity and collaboration. Let's dive into how words and video marketing will help you entice the most desirable team to be a successful practice.

TOOL KIT

PRACTICE CHECKLIST

- Brand
- Culture/Personality
- Core Values
- Career Website
- Social Media accounts such as Facebook, Instagram, YouTube, etc.

EQUIPMENT

- Camera
- Android
- iPhone
- iPad
- Computer

FREE RESOURCES

- Thesaurus
- iMovie app for iPhone
- Quik app for iPhone and Android
- Magisto Video Editor & Music Slideshow Maker for iPhone and Android

KEY POINTS

- Be able to identify what makes your practice unique.
- Be able to create an employer brand that includes culture and core values.
- Be able to create ads by using words/pictures/videos that will attract your ideal employee.

THE TAKE AWAY

- Adjectives to describe what makes your practice unique
- Adjectives to describe your culture
- Goals for the future and timeline for creating ads
- Accountability Partner from the workshop