



TalentNet Media

Seamless Hiring and Attraction Consultants

Talent Attraction that Scales

Attraction, Process Improvement, Technology Optimization, Analytics, Training



Talent Attraction / Messaging Alignment

We help you discover, craft and amplify your authentic and attractive value proposition.

Share of Voice and SEO

We optimize your brand's visibility on Google, job boards and media channels.

Process Improvement / Candidate Experience

Get candidates through your application process fast and on the radar of recruiters or managers for quick connection.

Technology Optimization

Where needed, we'll suggest smart tech improvements to automate, track, or improve efficiency. Our goal is seamless attraction and hiring.

Training

Brand ambassadors, social strategy, sourcing and more.

SELECT CASE STUDIES



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Great Employer Brands Are The Result Of
Recruiting Operations Excellence



HEALTHCARE

HIRING SOLUTIONS

- ★ Job Description + Req Creation Overhaul: ↓ Ad Costs
- ★ Recruiter Training: Sourcing + Social Strategy
- ★ Centralized Ads Strategy: Improved Response 90%
- ★ Fractional Vendor Mgmt. + Tech Integration Support
- ★ Candidate Journey and Competitor Analysis
- ★ Market Data, Personas, Ad Design, Mktg Collateral
- ★ Job Application + Analytics Fixes: ↑ ROI Tracking

Workday, Phenom, Paradox, RPO, Recruitics



Davita

Recruitment Operations Roadmap

RECRUITMENT MARKET
PLAYBOOK

BRING YOUR BUSINESS ON TARGET

Recruitment Marketing Strategy

Carlisle, PA

Accenture RPO asked TNM to help their customer

Design and deploy digital and physical recruitment marketing strategy to help Ross Dress For Less consolidate recruiting to Accenture RPO for their distribution centers while eliminating staffing agencies in a crowded market of 96 competitive warehouses.

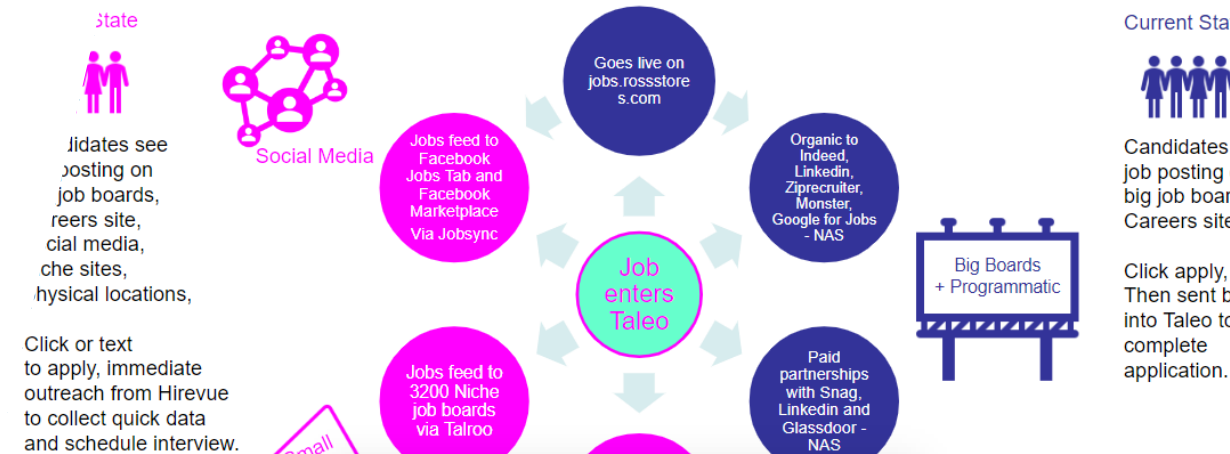
Scalable Success

The successful strategy was expanded to all U.S. distribution centers and all retail stores throughout the U.S.

Diverse Strategy

We implemented Text Apply, QR codes, retargeting, social channels, landing pages, lawn signs, fence banners, posters, flyers billboards, restaurant menus, radio ads, virtual fairs, gas pumps, and much more.

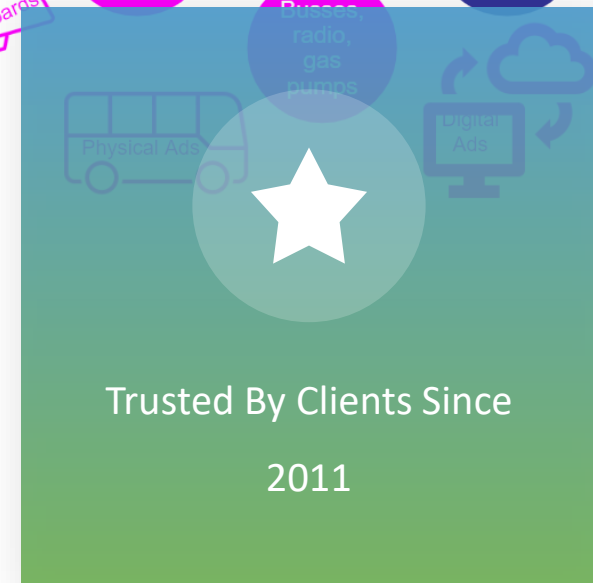
vs. Current State Ross Recruitment Marketing Process




ROSS
DRESS FOR LESS®
Flexible Hours. Competitive Pay.
Great Teams. Store Discounts.
Now hiring Retail Associates!
Visit <https://yesross.com/issksb>

Scan the QR Code to apply.

Starting at \$11/hour.



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2011



FRACTIONAL TALENT OPERATIONS MANAGEMENT

When we were approached by JCPenney to consult on their talent acquisition strategy, we knew that this would be a challenge. Not only is JCPenney one of the nation's largest retailers and employs more than 50,000 associates worldwide, but they also have a complex system for recruiting new employees and engaging existing ones.

We helped this iconic retailer manage talent operations while also identifying and onboarding a new talent acquisition leader.



SOLUTIONS

Recruitment Operations Roadmap and Team Structure Design

The TalentNet Media team created strategies for JCPenney to

01. **Improve** technology infrastructure and vendor relationships
02. **Centralize** talent acquisition processes and governance
03. **Create** a fresh employer value proposition and digital resource

library, Talemetry, Peoplesoft, Workday, Cloudmills, Paradox

Recruitment Operations Roadmap

recruitment market

A signature product from TalentNet Media

JCPenney



RETAIL

FINANCIAL

Job Description Digital Transformation



1200+

Recruiters Trained

Re-imagine Job Descriptions for Attraction

JPMorgan Chase asked TalentNet Media to help develop **more attractive, search engine-friendly, and less biased job descriptions**. The task was daunting as the company lists over 10k open jobs.

Train Recruiting Staff on Best Practices

TNM Developed a library of bias terms and alternative language, a job description best practices handbook, templates for their **Oracle Cloud ATS**, a comprehensive list of action verbs, and trained 1200+ recruiting staff in addition to re-writing the templates for their job families.

Results: 13,000 job descriptions updated



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MEDICAL TECHNOLOGY

Career Landing Pages

Employer Branding

Educating prospective hires

Siemens, one of the world's largest manufacturers, needed to create landing pages for several branches of medical careers that it services. TalentNet Media created multiple educational career sites in a short timeframe for this event-based campaign.



Acquired and Host Domains and URL's

*9 sites for all types of
radiology tech careers*



Built Dynamic Career pages

Modern design and SEO





HOMECARE STAFFING

Automation, Analytics, Branding

01. Implemented Chat Apply

Moved from low-converting Indeed Apply to high-converting AI landing page apply integrated w/ the ATS + 100's of recruiter calendars.

03. Source Tracking

Worked with HRIS, ATS, and advertising vendors to establish 360 source tracking methodology to understand marketing ROI.

iCIMS, CandidateID, Workday, JazzHR, Jobiak, RedDot Media, Appcast, Indeed, Humanly, JazzHR

02. Implement CRM + Video

Implemented CRM + email campaign strategy. Activated employee video testimonial platform for authentic branding.

04. Advertising Optimization

Directed programmatic advertising partner, ATS, and job boards to optimize job reqs and campaign approach to attract more talent with lower cost.

Are you a caregiver

Compassionate
Patient
Looking for steady work
Dependable



RETAIL

Marketing and Technology Transformation



Frictionless Hiring

People, Process, and

Technology

Régis, owner of Supercuts and multiple salon brands asked TNM to help to increase candidate engagement, implement technology, and improve talent brand perception to enable frictionless hiring.

Symphony Talent, Olivia Hire (Paradox)



Connecting Franchises

How we helped one of the world's largest salon operators

- Assist with marketing in wake of CMO loss
- Improve value and usability of CRM
- Onboarding and scaling Olivia Hire
- Consolidating marketing spend from franchises
- Train franchisees to be better storytellers
- Transform job descriptions from lackluster to fabulous



Our Goal is Seamless Attraction and Hiring

It's Not Any One Thing, But How All The Things Work Together, That Drive Your Success



Foundational

Process excellence supported by a tech stack that helps, not hurts.

- ATS optimization
- CRM strategy
- Internal stakeholder coordination
- Process and technology spot solutions
- Candidate experience improvement
- EVP refresh
- Tech stack audit and optimization
- Applicant source reporting
- Fractional vendor management



Attraction

Connect hiring managers with enough qualified candidates.

- Manage job board spend
- Put open jobs where they'll be seen
- Make sure job descriptions are accurate and interesting
- Candidate personas
- Brand & social audit
- Spend analysis & optimization
- Job description overhaul
- Media planning and buying
- Share of voice and brand SEO



Application

Get the best candidates through the application quickly, without losing any.

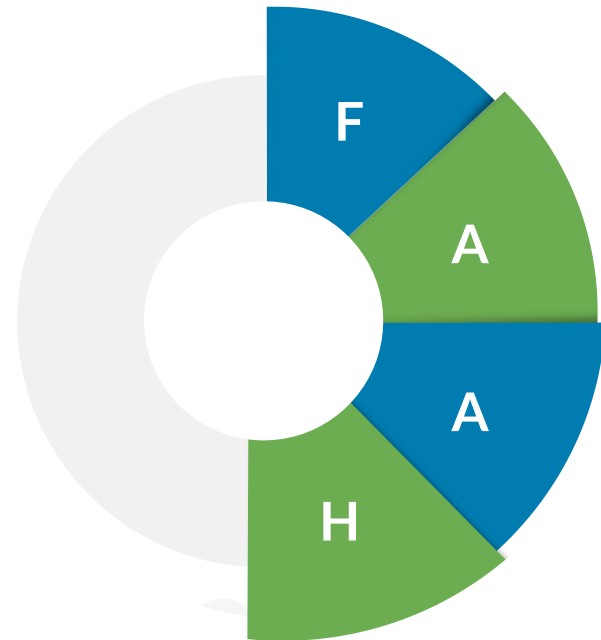
- Remove friction steps from the process
- Improve the experience for managers, recruiters, and candidates
- Candidate experience
- Recruiter / sourcing training & tool kits
- Hiring manager training & tool kits
- Staffing agency audit



Hiring

Deliver interesting offers that the best candidates say "yes" to.

- Make the "close" efficiently
- Build the right level of transparency into messaging
- Onboarding
- Employee engagement and advocacy programs
- Social media best practices training
- Culture building
- Performance optimization & feedback



Next Steps

Let's Go



Thank you!

Craig Fisher

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And the TalentNet Media Team



We appreciate your partnership.