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# ADVERTISING & BRANDING

# ACTIVE & PASSIVE RECRUITING



- **Active Recruiting:** People actively seeking out a new position or organization
  - They account for 25% of the workforce
- **Passive Recruiting:** People not actively seeking a new position or organization
  - “Explore” a new opportunity – “if the right opportunity comes along” theory
  - They account for 75% of the workforce and it is higher for physicians

# BRANDING & MARKETING

- Branding: unique meanings and distinctive features
- Marketing: process of promoting services
- Make your brand **authentic, attractive, and visible**
- Think about how you brand and market yourself as an employer
  - What is your message to prospective candidates?
  - How are you communicating your mission, vision, and values?
  - How are you highlighting your culture in your recruitment content?



# IMPORTANCE OF MARKETING & BRANDING

Effective marketing and branding can highlight an organization's commitment to:

- justice, equity, diversity, and inclusion
- pay equity
- professional development
- employee successes
- work/life balance
- a mission-driven culture from employee AND patient perspectives
- community impact and innovation
- and more

***Tells others why your organization is worth working for!***

# JOB ANNOUNCEMENTS

## Advertising Open Positions



- Write ads in **ADVANCE!**
  - Customize ads for each type of position AND media/outlet
  - Insert pertinent details when you have a vacancy
  - Save LOTS of time
- Write a **COMPELLING** ad!
  - Highlight your health center – what makes it unique?
  - Highlight your community – why would someone want to live there?
  - Include the benefits and positives about your health center – why is this a great place to work?

# LANGUAGE MATTERS

- Use positive language – not problem-focused language
- Answer the WHY? questions
- Explain who is your patient population
- Include your mission
- Avoid language that connotes a burnout environment
- Show that your health center values its workforce
- Include a salary range
- List your benefits
- Add a diversity, equity, and inclusion (DEI) statement
- Make it personal



# DIVERSITY, EQUITY, & INCLUSION

## Develop Inclusive Job Announcements



- **Develop** an organizational DEI statement/commitment
  - This is not an equal opportunity employer statement
  - Add it to your job announcement and website
- **Highlight** inclusive benefits
  - Mentorship programs for BIPOC and other underrepresented staff
  - Needs accommodations
  - Inclusive leave policies

**Central City Concern Equity Commitment**  
People of color and members of the LGBTQIA+ community experience homelessness at a far higher rate. This is unacceptable. CCC is committed to significantly reducing these disparities through improved culturally-responsive service delivery, broadened community partnership, advocating for systemic change, and advancing organizational equity.

# DIVERSITY, EQUITY, & INCLUSION

## Advertise for Diverse Candidates



- National Hispanic Medical Association
- National Black Nurses Association
- National Association of Hispanic Nurses
- National Medical Association
- Out Professional Network!

Resource: [Building an Inclusive Organization Toolkit](#)

### BUILDING AN INCLUSIVE ORGANIZATION

#### Job Posting Sites

The following national organizations have Career Centers available for job postings. Click on their organization's name to be directed to their website.

#### [National Hispanic Medical Association](#)

NHMA empowers Hispanic physicians to lead efforts to improve the health of Hispanic and other underserved populations in collaboration with Hispanic state medical societies, residents, and medical students, and other public and private sector partners.

#### [National Black Nurses Association](#)

NBNA's mission is to provide a forum for collective action by African American nurses to represent and provide a forum for black nurses to advocate for and implement strategies to ensure access to the highest quality of healthcare for persons of color.

#### [National Association of Hispanic Nurses](#)

NAHN is the nation's leading professional society for Latinx nurses.

#### [National Medical Association](#)

NMA is the collective voice of African American physicians and the leading force for parity and justice in medicine and the elimination of disparities in health.

#### [National Alaska Native American Indian Nurses Association](#)

NANAINA unites American Indian/Alaska Native nurses and those who care for AN/AI people to improve the health and well-being of American Indian/Alaska Native people.

#### [Philippine Nurses Association of America](#)

PNAA is an organization responsive to Filipino-American nurses' needs.

#### [Out Professional Network!](#)

Out Professional Network! provides the LGBT community with a trusted professional network, which pairs members with employers who are serious about building a diverse workforce to meet the needs of an increasingly diverse customer base.



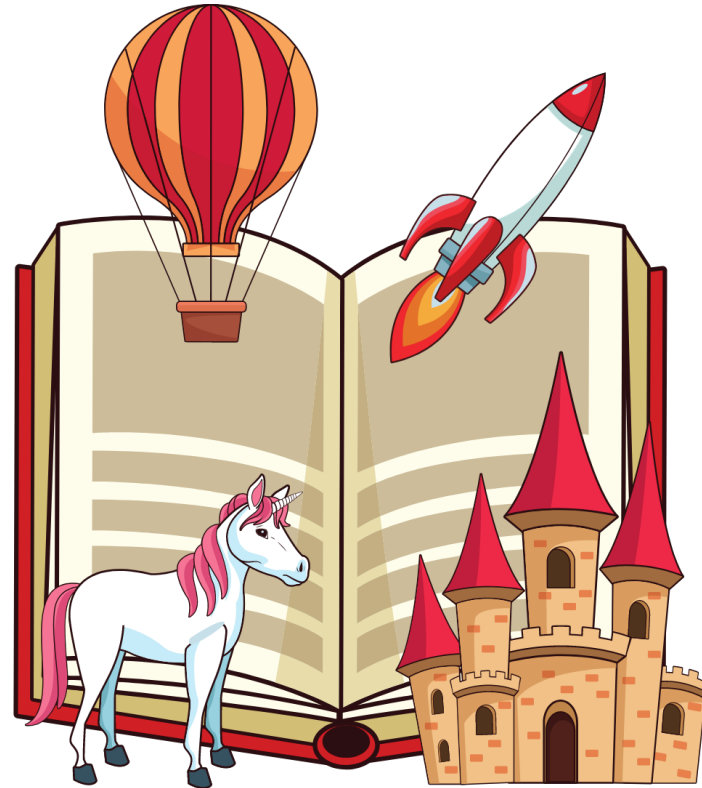
# SOCIAL MEDIA

## Develop Effective Strategies



- Have an active presence online
  - LinkedIn, YouTube, Facebook, etc.
  - Focus your dollars effort where engagement is highest
- Most activity on these sites is **FREE**
- In-house recruiting team should connect directly

# TELL YOUR STORY





# Breakout Groups

- 10 minutes for small group discussions
- Select someone to take notes and someone to report out
- Use the Advertising & Social Media Workshop Activity document