

HEALTH CENTER WORKFORCE MAGNET: GOAL-DRIVEN MARKETING USING DATA & YOUR MISSION

WHO I AM

**BRANDON HUETHER,
MARKETING & COMMUNICATIONS MANAGER
CHAD**



I develop and implement our branding and communications strategy and manage creative and cross-departmental projects.

I develop innovative communications plans, marketing initiatives, and strategic awareness campaigns to support our staff and our member health centers.

WHY I CARE

Your success is our collective success - for the present and the future

I believe this is the core to helping organizations grow and evolve

I am an employee myself - and want others to enjoy great experiences

I have helped lead years of diverse marketing campaigns to support hiring in both public and private sectors, including over 600 seasonal and part time workers in 6 months, and very specific roles like Mobile App UX Platform Engineers

WHAT YOU'LL LEARN

By the end of this session, you'll be equipped with practical strategies and tactics to enhance your recruitment efforts and become an employer of choice in your community.

HOW YOU MAY FEEL NOW

Know: Difficult to hire and fill roles / challenging factors

Believe: That there are people who would enjoy working at your health center

Feel: If you had help, you could fill your roles, and do it faster

Do: You are already telling people about your jobs, but you may not be sure if it is enough

WHAT YOU'LL FEEL AFTER

Know: How to better market your jobs and careers

Believe: That there are people who would love working at your health center

Feel: Enjoy the process - consistent qualified applicants

Do: Able to be confident that your efforts are making a huge difference at your health center

WHAT YOU'LL CREATE



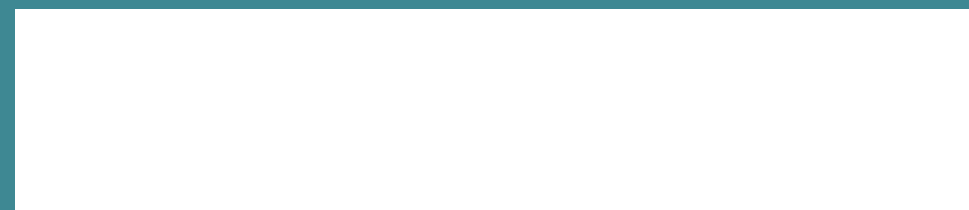
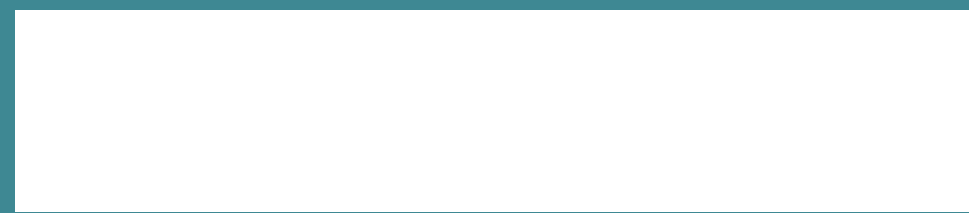
Your Data

Your Goals

Your Mission



WHAT YOU'LL CREATE



**Attract mission-driven
applicants**



THE IMPORTANCE OF EMPLOYER BRANDING

It is your health center's personality

The sentiment of your brand reflects your reputation

75% of job seekers say a strong employer brand is important factor

A strong employer brand can lead to a 50% increase in the number of qualified candidates

OUTDATE BRAND = MISSED OPPORTUNITIES

Show that you are up-to-date

Be modern, welcoming, friendly - do a quick check in: are you?

Be active and present - be human and have personality

THE POWER OF MARKETING

Brand audit

Rebranding

Surveys

Get to know your target audiences - on a deeper level

Dig into the latest hiring trends and stats and data - it only helps you!

THE POWER OF MARKETING IN RECRUITMENT

Now that you know your audience - time to help them!

Sell the experience

Show your culture

Show your professional growth and support initiatives

MARKETING TACTICS TO ATTRACT TOP TALENT

BUILDING YOUR EMPLOYER BRAND NARRATIVE

Target Audiences

Unique Value Proposition

Mission & Values

CONTENT MARKETING CHANNELS

Blog/Owned Media

Infographics

Social Media Content

Earned media

THE PIECE STRATEGY

P: PROMOTE

I: INSPIRE

E: EDUCATE

C: CULTURE

E: EDUCATE



SOCIAL MEDIA MARKETING STRATEGIES

Target Audience

Engaging Content - think about what you enjoy watching scrolling through TikTok, Reels, or Stories - maybe who you subscribe to on YouTube!

EMPLOYER BRANDING VIDEOS

Video content really is king

Most comprehensive way to quickly tell your story - and be memorable

Humanizes your brand easier than words or graphics do

REVAMP YOUR “CAREERS” PAGE

Make it searchable - common and popular keywords help them find you

Make it attractive and simple

And lastly - do not forget to make it mobile-friendly. Period!

TARGETED ADVERTISING STRATEGIES

Reach the RIGHT People

Targeted Messaging

Lean into non-profit FREE resources - like the Google Ad Grant, up to \$10,000/month in free paid search ads on Google

Canva is free, chat bots are free - Tools are out there to help you

COMMUNITY ENGAGEMENT STRATEGIES

Being active with boots on the ground help show that you're present and proactive

Again, helps humanize your brand

Quickest ways to develop relationships and make deep impacts

MEASURE YOUR MARKETING SUCCESS

Stop and do check ins - what's going well, what's not?

It's like a chess game

TRACKING & ANALYTICS

Website is your 24/365 marketing front door - monitor and track it

Social media isn't always the easiest or best, but there is still a large audience there

Dig into your ATS and surveys - gather as much data as possible

KEY TAKEAWAYS

Develop a clear brand narrative

Utilize diverse marketing channels

Engage and connect with potential candidates

Track and monitor your results, and adapt

WHAT YOU'LL FEEL AFTER

Know: How to better market your jobs and careers

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MY LAST 2 CENTS



THANK YOU

FOR ATTENDING

