Overview:

Recruitment Marketing is an additional component to SuccessFactors Recruitment that allows for the creation of campaigns to deliver a uniquely integrated approach to recruiting. Recruitment Marketing improves the entire candidate experience and builds connections to keep candidates engaged for future jobs that might be a fit. In addition, it allows the utilization of all the latest sourcing and candidate engagement tools in one platform, including:

- Career site optimization
- Multi-channel job posting
- Utilization of social networks
- Mobile career sites

With the launch of Recruitment Marketing, the time it takes to post ads is significantly reduced and data to track and improve recruitment performance is available. As a Hiring Coordinator, you are empowered to make decisions for marketing and advertising the position with the job boards of your choice, through an automated process which improves the speed and efficiency of posting.

This Quick Reference Guide provides instructions for the utilization of Recruitment Marketing and the steps it impacts in the process of “Completing a Requisition”. To review the full Quick Reference Guide for “Completing a Requisition in SuccessFactors”, please visit the SuccessFactors Training Resources website.

Recruitment Marketing primarily impacts the “Recruitment and Advertising Information” section of the requisition in SuccessFactors.

### Career Site Optimization

1. **Recruitment Marketing** allows you to choose to advertise the position on a strategy page on the external career site.

2. Choose the strategy page that best suits the position for which you are posting. If no page is an appropriate fit, choose “No Selection”.

3. Based on the strategy page chosen, the position will appear on a webpage specifically targeting candidates interested in that field.
4. On the “Strategy Page”, the candidate can:
   a. Read more information about that particular field at UC.
   b. Set up email alerts for jobs posted to this strategy page.
   c. View open positions in this field.
   d. Search for open positions at UC.

Multi-Channel Job Posting

There are two ways which positions may be posted to Advertising Job Boards:

- Through an automatic feed to the job board once approved by the Recruiter
- By the Recruiter placing the ads on the job board

**Automatic Feed**

Within the requisition, there is an option called Advertising Job Boards which is located within the “Recruitment and Advertising Information” section. This list contains job boards that will automatically post to the chosen job boards once the requisition and Job Summary information are approved by the Recruiter.

1. Select from the five Job Boards within the Advertising Job Boards menu, which include: Careerbuilder, Dice, Glassdoor, Indeed, and LinkedIn.
   a. The drop-down menu will only show the code values for the job boards.
   b. To view the code definitions and costs for each job board, click the blue bubble.
You must indicate which of the additional five Job Boards that you selected would be your primary choice for advertising.

For more details on the Job Board pick list, refer to the table below.

<table>
<thead>
<tr>
<th>Job Board</th>
<th>RCM Picklist Code</th>
<th>Result of Selection</th>
</tr>
</thead>
<tbody>
<tr>
<td>CareerBuilder</td>
<td>SF:CB1</td>
<td>Posts Job to CareerBuilder for 30-days, then expires at day 80 to avoid overpost charge.</td>
</tr>
<tr>
<td>CareerBuilder</td>
<td>SF:CB2</td>
<td>Reposts expired job to CareerBuilder for additional 30-days, then expires to avoid overpost charge.</td>
</tr>
<tr>
<td>Dice</td>
<td>SF:DICE</td>
<td>Posts job to Dice slot. Jobs will post until all slots are used. The jobs are posted in priority from newest job first (by creation date) to oldest job. Note: Technology jobs are only posted to Dice.</td>
</tr>
<tr>
<td>GlassDoor</td>
<td>SF:GD</td>
<td>Posts job to GlassDoor. Job Ads campaign. The job will remain live for the duration of the life of the job requisition and will expire when the job is no longer live.</td>
</tr>
<tr>
<td>Indeed</td>
<td>SF:IND</td>
<td>Posts Job to Indeed as ‘sponsored’ campaign. The job will remain live for the duration of the life of the job requisition and will expire when the job is no longer live.</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>SF:LI</td>
<td>Posts Job to LinkedIn slot. Jobs will post until all slots are used. The jobs are posted in priority from newest job first (by creation date) to oldest job.</td>
</tr>
</tbody>
</table>

After choosing the job boards, enter additional information to provide advertising billing information, including:

- Whether the position is supported by general funds
- The approved advertising budget amount
- The advertising funding information (advertisement budget account number).

**Recruiter Places Advertisements**

1. When creating a requisition, you have the option to request the Recruiters place additional ads that are not automatically fed to Job Boards (as noted in the previous section). These are listed under “Additional Ads Placed by Recruiter”.

   a. If the Additional Ads will be coming from a different budget than the ads above, include the funding information (budget number) as well.

**NOTE:** You are responsible for making sure that you stay within the advertising budget set for the position. You are empowered to make the decisions for where to post appropriately. There will no longer be a “middle person” verifying your budget amount.
2. This list provides over 100 additional options for potential Job Boards and other advertisement sources.

   a. Click the blue bubble to access the Job Ad Price List to view the cost associated with posting to each job board selected. Recruiters will contact you with the cost of print advertisements.

3. You must indicate which of the additionally selected advertisement sources will be your primary choice for advertising.

**Utilization of Social Networks**

With the launch of **Recruitment Marketing**, social media is more integrated into potential candidates’ job search. A link to all of the University of Cincinnati’s social media sites is embedded in the jobs.uc.edu website along the bottom of the website.

Additionally, candidates are able to apply through LinkedIn for the first time.

**Mobile Career Sites**

**Recruitment Marketing** also allows external candidates to search for open positions at the University of Cincinnati through a mobile-optimized career site platform, including the ability to apply right from their smartphone or tablet. To experience this, visit jobs.uc.edu from your smartphone or tablet.