

Recruitment Marketing Maturity

Recruitment marketing is one of the most effective ways to showcase your employer brand and increase brand awareness. But with so many different tactics at your disposal, it can be hard to know where to focus your efforts. Ensuring that your strategy aligns with where you are as an organization is critical to success.

While some companies might have a dedicated team focusing on recruitment marketing full-time, others might be expecting recruiters to do it off the side of their desks. Take stock of the resources you have available and set realistic ambitions. It's better to start small and increase your efforts over time than to fade away after an initial big bang approach.

Here is a simple model that can help you when defining your strategy:

