NNAHRA
NATIONAL NATIVE AMERICAN HUMAN RESOURCES ASSOCIATION

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27th Annual Conference
September 25-27, 2023
Gila River Resorts & Casinos

ALL Things Digital & Recruitment

Tim Hawk

- 28+year career in Recruitment & Talent Acquisition
- 5 year NNAHRA member
- Account Executive-Agency w/JobGet
- Chairman of the Board to Digi-Me VideoJobs®
- Lives in Frederick, Maryland with husband & the world's MOST ungrateful cat
- ALWAYS happy to chat about this quirky industry

Employer Branding & Content Creation
Online Presence, Social Media, Advertising & Job Boards
Candidate Relationship Management

Employer Branding & Content Creation

Defining Employer Branding
Why Employer Branding Matters in the Digital Age

Employer Branding & Content Creation - 2

Identifying Your Company's "Why"

Articulating Your Values and Culture

Creating a Purposeful Employer Brand

Employer Branding & Content Creation - 3

Content as a Vehicle for Branding
Telling Your Company's Story
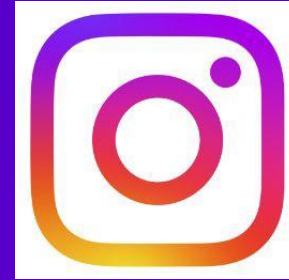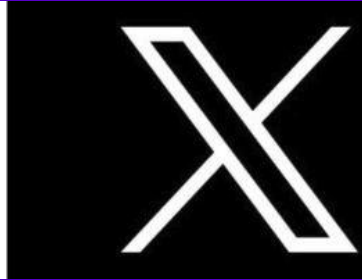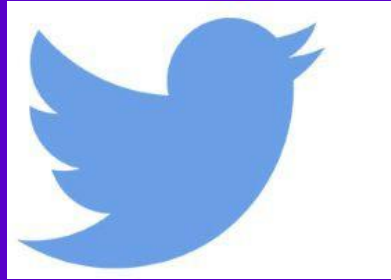Aligning Content with Your "Why"

Building an Online Presence

The Role of Storytelling in Recruitment
Effective Types of Recruitment Content
Best Practices for Engaging Content

Social Media - Employment

The Importance of Digital Advertising

Strategic Approaches to Online Ads
Job Boards and Their Role in Digital Recruitment

Crafting Compelling Job Listings

Writing Job Descriptions with Purpose

The Art of Inclusivity in Job Ads

Aligning Job Listings with Your Brand/Board

Job Boards - General

Job Boards - Special Interest/Audience

Job Boards - Skill/Interest

wellfound:

Dice®

arj allretailjobs

Hcareers

idealist

Candidate Relationship Management (CRM)

Shifting from Transactions to Relationships

The Value of Authenticity

CRM as a Competitive Advantage

Building & Nurturing Candidate Relationships

Effective Communication Strategies

Maintaining Engagement Throughout the
  Hiring Process

CRM Automation Tools

Candidate Experience Enhancement

Creating a Seamless Application Process
Personalized Messaging and Feedback
Post-Application Engagement

Can Any of This Be Automated

Realizing the Impacts

Tracking Changes in Perception
Attracting the Right Candidates
Retention and Employee Advocacy

Digital Recruitment Success

Marriott's "Be Marriott" Campaign

Cisco's #LoveWhereYouWork Campaign

Mashantucket Pequot Tribal Nation **Foxwood's** "The Wonder of It All" Campaign

Unilever's "Get Hired" Campaign

San Manuel's **Yaamava'** "Let's Build Something Greater. Together." Campaign

Innovations in Digital Recruitment

Virtual Reality (VR) in Candidate Experience

Video Interviews & Their Advantages

Skill Assessments

The Role of Artificial Intelligence (AI)

Questions

Now – or – Later

Contact:
tim.hawk@jobget.com
www.linkedin.com/in/TimSHawk

JobGet

Thank you 😊 NNAHRA!