

RECRUITMENT MARKETING CAMPAIGNS AND COVID-19

With the economy practically at a standstill and record unemployment claims due to the coronavirus, you may assume all industries are pressing the “stop” button on their cleared hiring efforts. With the national security workforce heavily in the ‘essential’ arena, however, that’s not the case.



Now that so many people are teleworking, phone screen interviews are actually easier, since potential candidates are outside of SCIFs, free to discuss new job opportunities, and avoid worrying that nearby colleagues will overhear their conversations. However, these challenging times through the COVID-19 pandemic present other issues in cleared recruiting. Candidates might feel more secure if they are gainfully employed and don’t want to make any waves on their team or with their customer by switching job opportunities. Maybe they feel loyal to their employer for their support, and simply for still having a job during an economic recession. Given the challenges, now is an excellent time to step up a specific aspect of the cleared recruitment game: [recruitment marketing](#).

THE 4 MAIN GOALS OF EVERY RECRUITMENT MARKETING CAMPAIGN



RECRUITMENT MARKETING ON CLEARANCEJOBS

Status Updates are messages you create yourself and live on your ClearanceJobs recruiter profile. This user generated content can be text, links, articles, photos, videos, etc. You have unlimited availability to disseminate this information to your potential candidates on the ClearanceJobs career marketplace. Has your company recently won a contract? Share the press release with your ClearanceJobs connections. Have a funny photo/video of a team virtual happy hour? Share it with your network to show that your team is weathering the storm through the pandemic. This advertising allows you to engage with passive, happily employed candidates with content that is going to potentially drum up interest.

[Status Updates >>](#)

Broadcast Messaging allows for targeted bulk messages to candidates at one time that are not necessarily personalized, but tailored to be relevant. These messages are an effective way to nurture a candidate in your talent pipeline, while also ensuring that candidates know who you are, where you work, and why they should trust you. [Broadcast Messages >>](#)

If your company – or the customers your company works with – don’t have the bandwidth to implement teleworking policies or virtual onboarding, maybe your hiring has come to a halt. If this is the case, or if programs are not expanding/being awarded, make your focus networking and pipelining for the next few months. Talk with your project managers about potential contract awards or proposals your company might be bidding on. When a surge finally hits after COVID-19, you’ll have a warm candidate list to reach out to! Regardless of whether you are staffing 50 fully funded openings or if your company has one billet to fill, spending some time on pipelining moves your recruiting team from reactive to proactive. [Transitioning to Pipelining >>](#)

For recruiters, working remotely is probably nothing new with the tools and processes that were already in place, but it is the norm now for talent acquisition in its entirety. Since recruiting is losing out on in-person job fairs, in-person interviews, and other networking events, staffers need to get creative.

[Taking Your Entire Recruitment Marketing Campaigns Virtual >>](#)