



7 Ways to Attract, Engage, and Convert Diverse Candidates

The Importance of Workplace Diversity

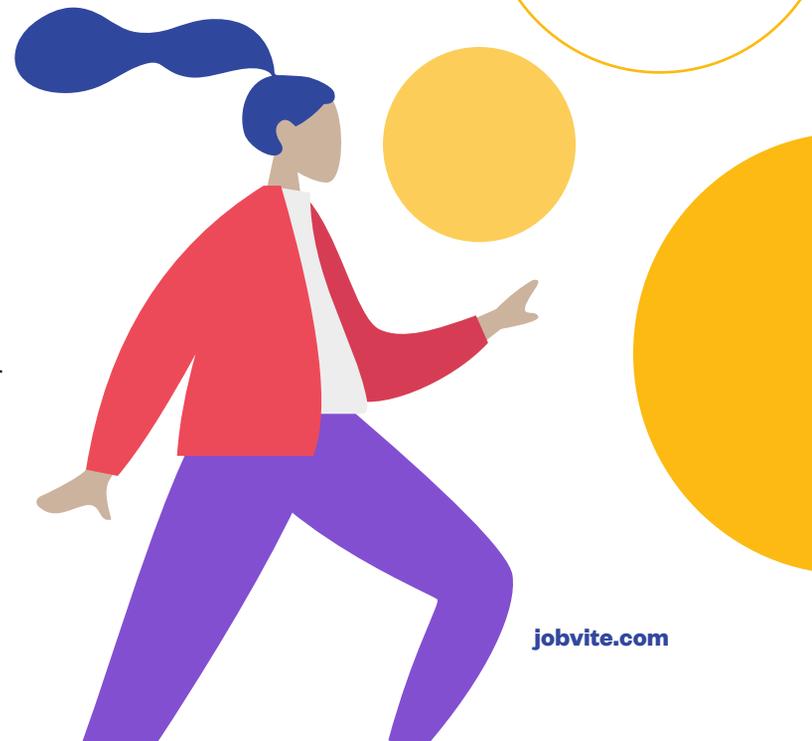
In today's environment, a diverse workforce is more than just a nice-to-have. It's critical to building a strong employer brand and attracting the best employees to your company. What's more, diversity in the workforce brings countless benefits to the organization.

According to [McKinsey](#), diversity has a very real impact on the bottom line. Companies in the top quartile for racial and ethnic diversity are 36% more likely to have above-average profitability than those in the bottom quartile. And companies in the top quartile for gender diversity are 25% more likely to outperform their male-dominated peers in this measure.

A study by [Boston Research Group](#) suggests that diversity at the leadership level leads to more innovation and improved financial performance. Organizations with more diverse management teams report 19% more innovation-driven revenue and 9% better overall financial performance than those with less diverse leadership.

It should come as no surprise that today's job seekers demand a more diverse workforce. Millennials in particular are prioritizing diversity over compensation. According to [LinkedIn](#), 86% of millennials would take a pay cut to work for an employer who shares their values.

25%
more likely to
outperform





As organizations recognize the correlation between a more diverse workforce and organizational performance, many are implementing formal Diversity and Inclusion (D&I) strategies and recruitment marketing initiatives, to ensure they prioritize diverse candidates as a strategic audience. They are also turning to [technology partners like Jobvite](#) to help:

Attract, engage, and convert a more diverse pipeline of talent

Reduce unconscious bias throughout the hiring process

Track and measure their progress with D&I recruitment initiatives

A modern workforce should be a reflection of the world we live in. This ebook outlines seven steps you can take to find, engage, nurture, and convert more diverse candidates to enhance your workforce — but first, a bit more about strategic audiences.

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What are Strategic Audiences

Smart marketers know that not every company or person is a good fit for their product or service — so they have to get strategic with their targeting. In the B2B world, this starts with identifying the specific industry, niche, location, or company size where they're most likely to close a deal. They then carefully define their audience, create messaging that will resonate with that audience, and execute campaigns to move prospects through the sales funnel.

Top recruitment marketers do the same thing. The strategy and tactics for recruiting an entry-level hourly worker are very different from those employed to court a senior executive. Each of these audiences requires different techniques to attract and engage the best candidates. And that isn't just one thing — it's a comprehensive, strategic approach that incorporates the messaging and channels that will resonate best with the specific target audience.

Convert Diverse Candidates



Focusing on these “strategic audiences” enables recruiting teams to prioritize those key talent areas that are most important to driving business results. These might include diverse candidates, campus groups for internship roles, veterans and military hiring, nurses and medical staff, executive candidates, etc. The specifics of the audience will vary, but the process to identify and build pipeline for any strategic audience typically includes these steps:

1. Define your most important target audiences

2. Identify what’s important to each audience

3. Create a content plan for each audience

4. Know where these candidates are and how they consume information

To learn more about strategic audience planning, [download our free guide](#).

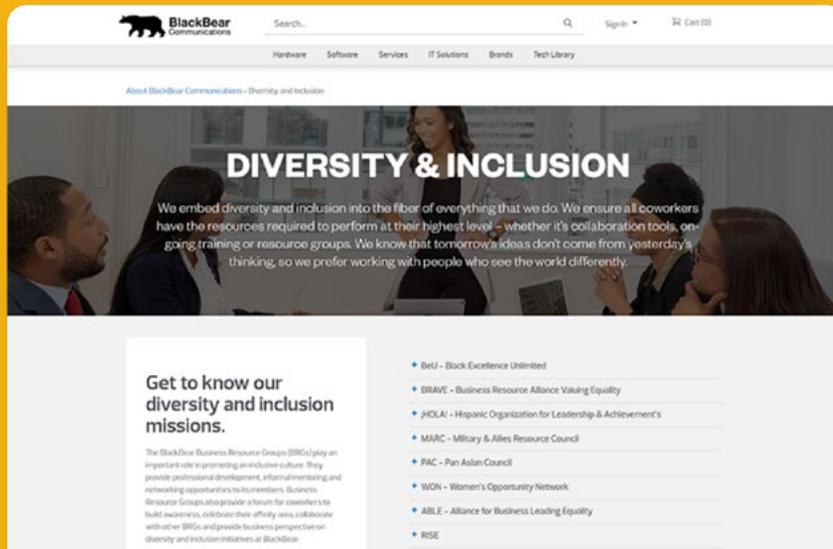
Now let’s put strategic audience planning into practice with your D&I recruitment efforts.



1. Create a diversity-focused candidate experience, starting with your career site.

Your career site is the first interaction most candidates have with your brand, so make sure it represents your company's values as an inclusive employer. Start with a strong Employee Value Proposition (EVP) that clearly expresses your commitment to workplace diversity. If you can, highlight diversity awards such as [Forbes Best Employers for Diversity](#).

A robust recruitment marketing platform will allow you to create a more personal candidate experience by embedding dynamic content functionality within your career site. This way, when a candidate lands on the page from a diversity source, they will automatically see targeted content built for them.



We can help!

With Jobvite's Diversity & Inclusion Pack, you can create and host content designed to engage diverse talent. To supplement your main career site, our solution allows you to publish multiple targeted sub-pages (also called microsites) that can be used to promote inclusion strategies and programs within your company. For example, you can highlight various affinity groups, including those focused on racial, gender, and social initiatives.

2. Deliver relevant content for each strategic audience.

Diversity-focused content doesn't stop with your career site. Every channel — from your website and blog to social media, email communications, and events — should convey a consistent, genuine message about your identity as a diverse and inclusive employer.

Build relevant content throughout your website by including authentic stories about employees from diverse backgrounds, their career paths, and their experience with your company. Publish blog content featuring stories of community involvement and other socially conscious topics. Execute email and social media campaigns that demonstrate and reinforce your commitment to workplace diversity. And across every channel, be deliberate with imagery to ensure variety in race, age, gender, and ability.

We can help!

Jobvite can help you create quality content designed to attract and engage talented applicants from all walks of life. Our experts will assist you in building high-quality blog content and social campaigns focused on inclusion, to enhance your employer brand and develop a more diverse pool of talent.

Convert Diverse Candidates



3. Reduce unconscious bias in your hiring process.

Believe it or not, your job descriptions may actually discourage qualified candidates from applying if you're not careful. Certain terms like "guru" and "rockstar" are shown to have an unintended male bias, so stick with more specific, objective terminology. Additionally, females and underrepresented groups often won't apply for a job unless they feel 100% qualified, so limit your list of job requirements to the true "must-haves." Identify potential bias in your job descriptions using our free [Job Description Grader](#).

Candidate resumes are another potential source of unconscious bias. Various pieces of information that are typically included in a resume can provide clues to the candidate's gender, race, religion, or ethnicity — even simple things like their name. Remove unconscious bias from the hiring process by de-identifying sensitive information in candidate resumes.

We can help!

Bias Blocker™ from Jobvite automatically hides information like race, gender, and religion from a candidate's resume or profile before it's passed along for hiring manager review. Simply select the types of identifiable information you wish to redact, and the candidate resume will be intelligently de-identified while retaining information that's critical to the hiring decision.



Qualifications

Skills

Project Leadership MS-Project
Negotiation Microsoft Office Suite (Word, Excel, Visio)
Scheduling SharePoint, JIRA, SQL
Cost Control - Financials Rally/TDP/Clarify/Vantive/QC/Remedy
Risk Management Critical Thinking

Achievements

- Team Member, Indianapolis Celebration of Diversity Award
- St. Mary's College Softball MVP
- Big Brothers Big Sisters Volunteer
- Secretary, Center for Leadership Development Minority, Indianapolis
- Board Member, Women in Hi-Tech
- Member, St. Mary's College Catholic Church

4. Create opt-in talent networks for diverse audiences.

Creating your own talent networks for diversity groups will allow you to stay in contact with those diverse candidates, learn more about them, share relevant information and job opportunities, and build ongoing relationships. Contacts from these talent networks can be plugged into your CRM database, creating a valuable proprietary source for diverse talent.

From there, you can easily segment candidates and run targeted, relevant campaigns based on diversity-focused criteria. When the right job comes along for a given candidate, you'll have an easy way to reach out and engage them in the hiring process.



Convert Diverse Candidates

We can help!

With Jobvite's Diversity & Inclusion Pack, it's easy to convert website visitors into a robust talent network. By tracking visitors who show an interest in diversity content and offering them a simple opt-in form, you can invite passive candidates to join your talent network and capture their preferences for diversity communications and engagement. And our direct integration with Google means your organization can easily access Google machine learning through Cloud Talent Solution or Jobvite Career Sites.

5. Auto-broadcast to a variety of job boards.

Attract a wider variety of candidates by automatically posting job openings to agencies, social networks, and job boards that are focused on diversity hiring. The right recruitment marketing platform will allow you to set things up so that each time a requisition is opened, it's automatically broadcast to your selected diversity sources — without manual intervention by a recruiter. This will ensure that your posting is seen by diverse applicants from the outset.

Jobvite partners with DirectEmployers, America's Job Exchange, Veterans in Healthcare, Max Outreach, and many more to help our clients source and engage diverse candidates, niche talent, and other strategic audiences.

The logo for America's Job Exchange features the words "AMERICA'S" in blue and "JOB exchange" in green, with a green checkmark-like symbol over the "x" in "exchange".

AMERICA'S
JOB exchange

The logo for USAJOBS consists of the words "USAJOBS" in a bold, red, sans-serif font.

USAJOBS

The logo for DirectEmployers features the words "DirectEmployers" in a black, sans-serif font, with "Direct" in a smaller size than "Employers".

DirectEmployers

We can help!

Jobvite [Job Broadcast](#) automatically distributes job descriptions and recruitment content to hundreds of free and paid job boards, social networks, and agency partners. Simply choose the job boards you want to include based on specific characteristics, eliminating the time and effort of manual postings. Job Broadcast seamlessly integrates with your ATS so you can analyze the effectiveness of your recruiting content at each stage of the hiring process.



6. Make AI & automation work for you — and your candidates.

Modern recruitment marketers know the value of automation throughout the hiring process. A comprehensive recruitment marketing platform will act as a “virtual recruiting assistant,” with chatbots, automated text functionality, and intelligent messaging to nurture talent in real time and create a true 24/7 candidate experience.

You can also use your recruitment marketing platform to automatically initiate outbound candidate searches for each new requisition. Then, set up an automated campaign to send emails to diverse candidates, inviting them to apply for relevant job postings. This centralized, automated sourcing ensures a diverse candidate pool for every job opening.

We can help!

Jobvite’s [Candidate Relationship Management](#) (CRM) module gives you the tools you need to automate candidate engagement and sourcing. Communicate with candidates anytime, anywhere using our native text recruiting functionality — Jobvite Intelligent Messaging — and AI-powered chatbots. [Our predictive AI capabilities](#) allow you to engage candidates with personalized outbound marketing campaigns, including custom content and job recommendations.



7. Access full source-to-hire analytics for diversity candidates.

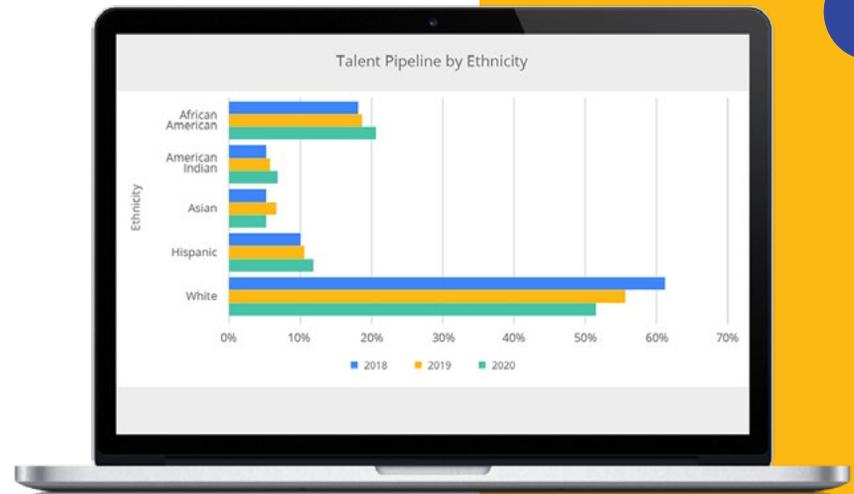
It's important to know where your best diverse candidates are coming from and how they're progressing through the hiring process. A good recruitment marketing platform provides metrics for every source, program, and campaign to drive key insights like:

- The most consistent sources of diverse talent
- The content and campaigns that are most effective in engaging a diverse audience
- The sources that are resulting in diversity hires

Tracking and measuring the effectiveness of your diversity and inclusion efforts will help you to refine candidate sourcing activity, improve candidate engagement, and pinpoint roadblocks that may hinder your diversity recruiting.

We can help!

Jobvite's Diversity & Inclusion Pack includes [robust reporting and analytics](#) functionality to help you monitor the candidate demographics and measure the effectiveness of D&I initiatives. Data-driven insights will allow you to make better sourcing decisions, enhance recruiting content to better engage strategic audiences, and drive greater effectiveness in your recruitment marketing efforts.



Convert Diverse Candidates

Make Diversity & Inclusion a Strategic Recruiting Priority

It's never been more important to attract, engage, and convert diverse candidates. Technology is a critical part of the process, but it also takes a commitment by your entire organization to truly value diversity and create an employer brand that attracts the best talent regardless of age, race, gender identity, orientation, location, or ability.

That's why Jobvite offers a unique combination of technology and services to empower your recruiting organization and support your D&I journey. Our Diversity & Inclusion Pack is the solution you need to develop and maintain a diverse pipeline of talent, create engaging and relevant content for a variety of audiences, reduce unconscious bias in the hiring process, and measure progress toward your diversity goals.

Get started today!



GET THE JOBVITE D&I PACK

About Jobvite

Recruit with Purpose. Hire with Confidence.

Jobvite is a comprehensive talent acquisition suite that offers a marketing-inspired approach to recruiting by intelligently attracting your dream candidates, automatically screening for the highest quality, engaging employees invested in their futures, and retaining the people who care the most about your organization by combining the power of data and the human touch.

JOBVITE

