



SECRETS OF RECRUITERS

Finding Staff Online

My mission in life is not merely to survive. But to thrive; and to do so with some passion, some humor, and some style.
– Maya Angelou

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Your Presenters

Lauren M. Small, MBA
CEO, EEBC

Virginia E. Marsh
Director of Operations, EEBC

What we do:

- Childcare Business Management Training Programs
- Childcare Business Workshops
- Childcare Business Train the Trainer
- Hampton Roads Shared Services Alliance Management
 - HR Recruitment
 - CMS Technology Implementation
 - Leadership Academy
 - Administration Services





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Workshop Goals

- New shift in hiring practices
- Marketing mindset for attracting people who are the right fit
- Career pages that streamline your process and work with hiring platforms
- Online hiring platforms overview
- Maximize your job ad performance by understanding search engine algorithms

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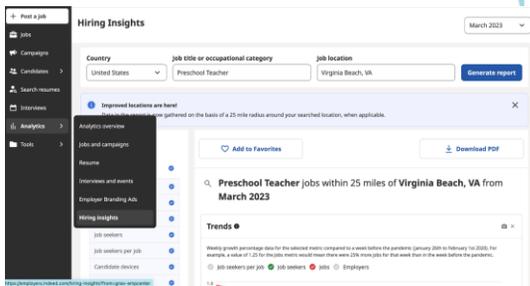
Where is Everybody?

- Competition for employees is fierce
- Lots of job hopping
- Looking for higher wages
- Looking for advancement
- Stressful & demanding work
- The BIG "shift" - work-life balance
- Less available workers
- Discrepancy pay and credentials
- Lack of employer response

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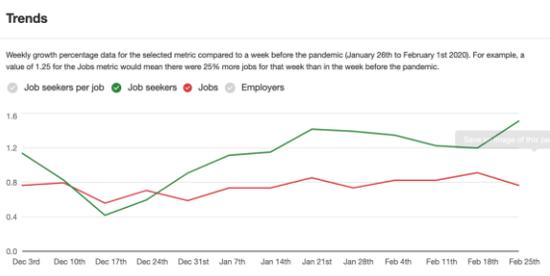
Hiring Insights



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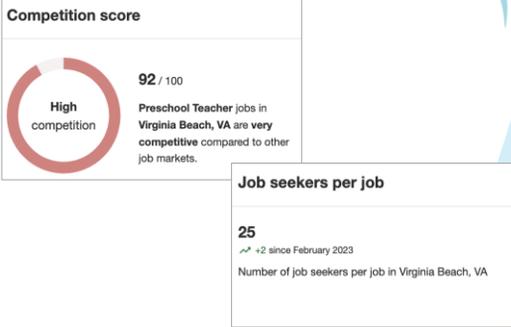
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Hiring Insights



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Recruitment Must Haves

- Well Defined Hiring Process
 - Effective Job Description & Ad
 - Screening & Interviewing
 - Reference & Background Checks
- Website Career Page
- Hiring Platform/Applicant Tracking System
- Indeed Company Page with Reviews
- Positive & Effective Onboarding Experience
- Automation



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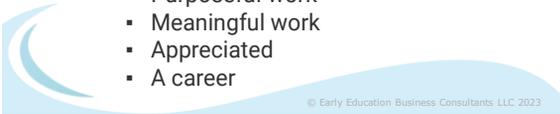
Employers should shift
their focus from
marketing to customers
to marketing for staff

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What do Employees want?

- More money
- Opportunities for advancement
- Respect
- Childcare
- Flexibility
- Benefits
- Physical and financial safety
- Work life balance
- Purposeful work
- Meaningful work
- Appreciated
- A career



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Benefits

- ✓ Paid time off
- ✓ Maternity leave
- ✓ Pay for continuing education
- ✓ Health benefits
- ✓ Retirement plans
- ✓ Life, disability insurance



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TARGET MARKETING



A **Target Market** is a defined group of customers to which you sell your services and direct your marketing efforts.

Marketing Messaging represents how a brand communicates their value to customers.



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Hiring Platforms



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Job Ad Visibility

Applicant search results are determined by job visibility.

Job visibility is impacted by:

- Time
- Content (Key Words, Title & Description)
- Company Branding
- Reviews
- Applicant Behavior
- CTR (Click Through Rate)
- Competition
- Location
- Other AI Factors



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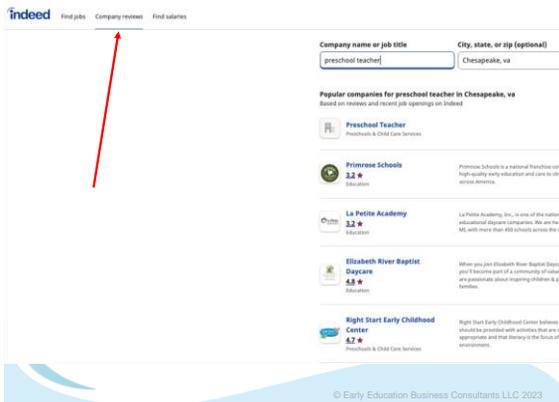
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Company Pages Branding

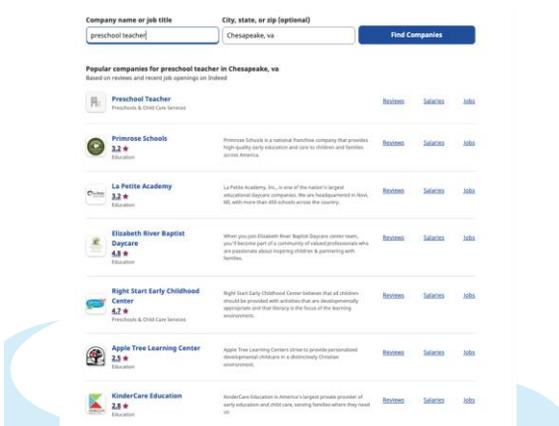
- Time spent on Company Pages increased 20% since February 2020
- Claim Company Page and Customize Features
 - business logo
 - company information
 - pictures and company culture
 - Link to website
- Lists all jobs in one place
- Employee reviews
- Company pages <https://www.indeed.com/companies/>



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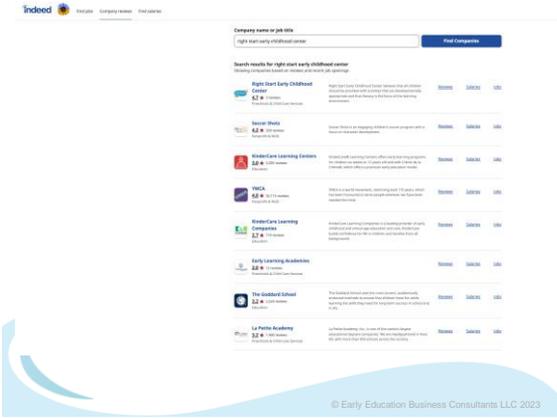


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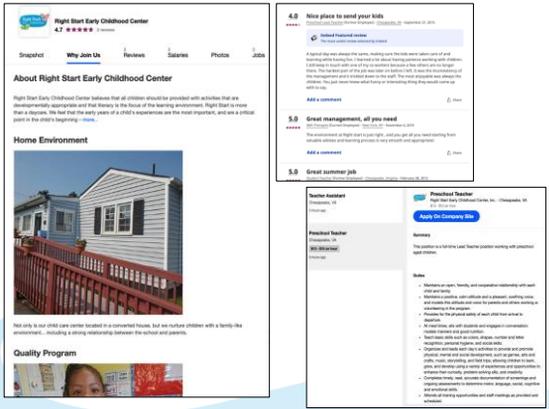


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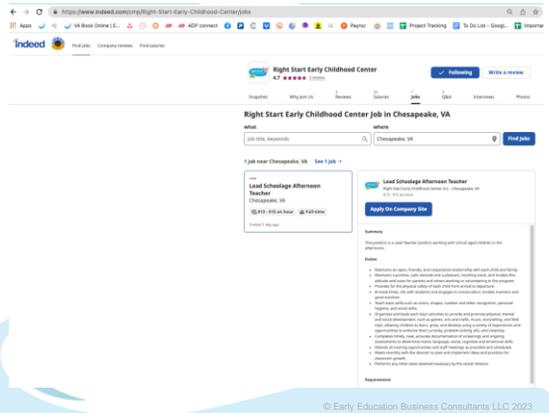




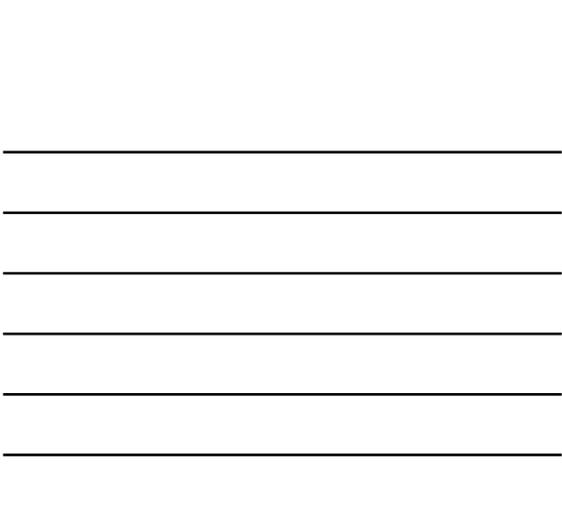
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Beware!

Don't . . .

- Search for or click your own job ads
- Compete with yourself with multiple ads for similar positions
- Try to cheat time by turning ads on/off
- Minimize the quality or content of the job ad
- Make your application too long

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Do . . .

- Keep titles < 5 words
- Be creative with content
- Show uniqueness
- Highlight benefits
- Strategically place industry keywords
- Mobile optimize

Top search terms by clicks

1. daycare	6.31%
2. child care	4.3%
3. preschool teacher	4.23%
4. teacher assistant	2.41%
5. teacher	2.19%
6. teen	1.92%
7. preschool	1.42%
8. daycare assistant	1.26%
9. assistant teacher	1.08%
10. lead teacher	1.05%

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You don't have to do it all!

- Make the hiring process a team effort
- Use automation
- Delegate routine tasks that can't be automated
- Let the process do the initial screening
- Phone calls are no longer the standard
- Use your time and skills where they count

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