



From the Shoals to the Coast:

Employee Recruitment has Changed in Alabama

ALABAMA
MEDIA GROUP



Introduction

The “modern” workplace environment in Alabama continues to change and transform industries. Despite traditional and conservative recruitment practices, the new generation prefers modern ways to get hired and work for organizations.

Like other states, the relationship of millennials and Gen Z in Alabama is much closer with the technology than previous generations. However, not all companies are open to adapt to new recruitment practices. But, those who made the shift are seeing lower recruitment cost, faster post-to-hire times and an increase in qualified applicants.

New Rules, New Dynamics: How is Alabama Adapting to Modern Recruitment Practices?

Organizations have to be broadminded to adjust, adapt, and cater to the needs of the new workforce. And, experienced recruiters have started to realize that before rolling out recruitment strategies to attract young, tech-savvy, and talented individuals, they have to change recruitment tactics to attain and retain the best talent.

Attracting a diverse candidate pool is essential. But the question is how Alabama recruiters can garner the attention of the right candidates. With the right approach and right talent, companies can drive the results they need. But it depends on how recruiters attract candidates to ensure they create a workforce that meets their needs.

As of now, most organizations in Alabama are in the process of embarking on a new and radical recruitment journey that prioritizes digital transformation. It means businesses need to ensure a constant and consistent brand-hiring presence to attract new generation and harness the power of modern technology. It is a win-win combination to achieve innovation, empower the workforce, and drive growth.

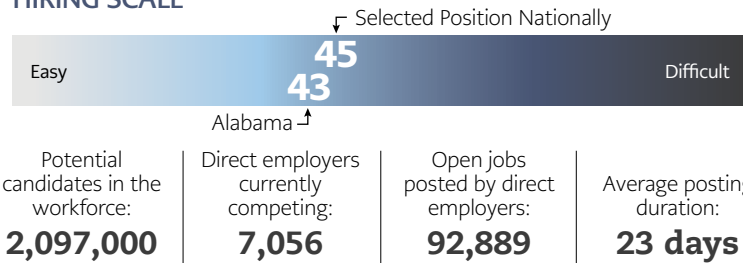


Key Alabama Recruitment Stats and Figures

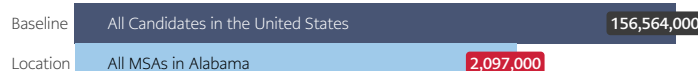
Alabama's low unemployment rate is no secret, but modern and strategic recruitment is crucial to drive transformational change in organizations. Statistically, Alabama houses some of the biggest industries in the U.S. despite the pandemic crisis, Alabama's [economic trajectory](#) is headed in the right direction.

Alabama

HIRING SCALE

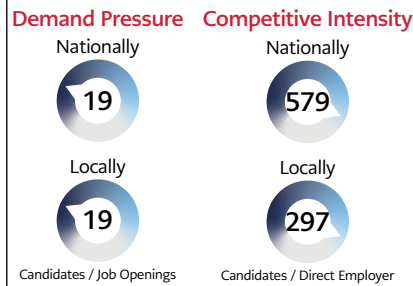


CANDIDATE SUPPLY COUNT



* All numbers are estimates based on our data and third party data.

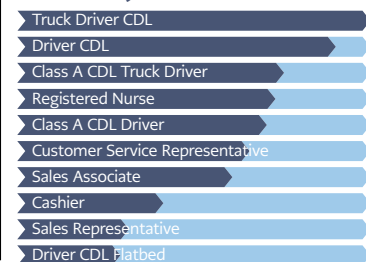
RECRUITMENT INDICATORS



SKILLS

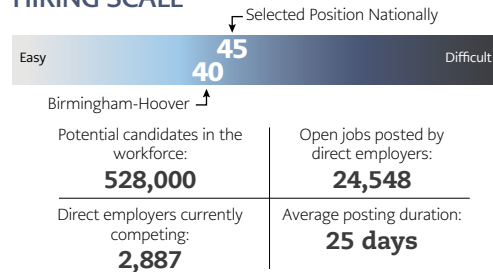


JOB TITLES

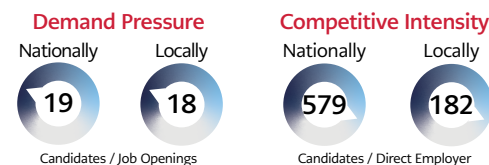


Birmingham

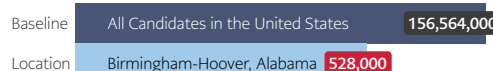
HIRING SCALE



RECRUITMENT INDICATORS



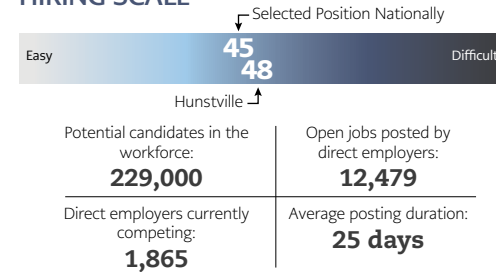
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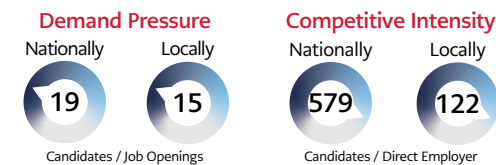
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Huntsville

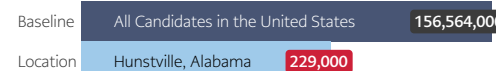
HIRING SCALE



RECRUITMENT INDICATORS



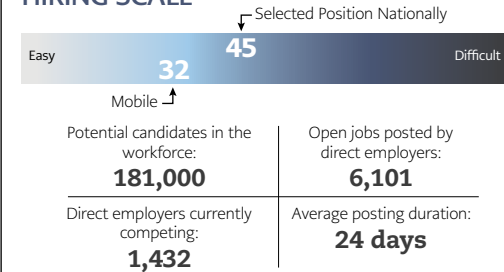
CANDIDATE SUPPLY COUNT



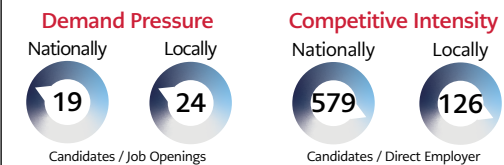
* All numbers are estimates based on our data and third party data.

Mobile

HIRING SCALE



RECRUITMENT INDICATORS



CANDIDATE SUPPLY COUNT



* All numbers are estimates based on our data and third party data.



Recruitment and Retention is a Mobius Circle

Businesses can no longer afford to hire replacements on a consistent basis. Even if a company hires a talented replacement, it would still take three to four months for the recruit to settle. Plus, there is no certainty whether the new recruit will be able to communicate and complete tasks on deadline with the same proficiency as the previous worker.

It makes more sense for organizations to view recruitment and retention through the same lens. It is a mobius circle that ultimately works in favor of organizations. In fact, organizations that focus on recruitment and retention strategies in the same breath drive growth faster.

Furthermore, long-term retention of the workforce makes it easier to build valuable work relationships and communicate on a grander scale. It also allows employees to count on each other's support and ensure commitment.

Therefore, the endgame for companies should not just be about effective recruitment. Retention should also be part of it as it motivates employees and leads to positive reinforcement. Realistically, a high turnover rate also increases the overall expenses and demoralizes the workforce.



The combined effort of robust recruitment and retention practices is the best way for organizations to ensure key employees continue to be employed and balance productivity standards. Ideally, organizations should devise retention strategies during the recruitment process. It would improve job performance, reduce future hiring costs, and increase the morale of employees.

Online Recruitment Landscape in Alabama

Even the most conservative employers in Alabama have to realize that the dynamic of the employer-employee relationship is no longer the same. In the digital age, employees are more eager to



move on to their next career phase. They're constantly monitoring the marketplace and looking for opportunities. And, if they don't move ahead fast enough within their current company, they will actively seek to move.

When it comes to the online recruitment landscape in Alabama, employers are still improving their recruiting strategies. With the COVID-19 pandemic crisis, there is more openness towards online recruitment. The significant shift to remote and home office continues to allow many companies to be more flexible.

As companies settle in a new normal in the post-pandemic world, they are starting to adopt new recruitment strategies. The past year has been essential for employers and recruiters to learn new technologies and adopt new practices. Now, Alabama SMBs need to embrace a new way to recruit.

Moving Potential Candidates from Passive to Active

To meet the growing demand for skilled workers in defense and technology, there aren't enough workers actively seeking employment to meet the community's needs. But getting the attention of these non-active seekers or "passive" candidates isn't easy. The same tactics that consumer goods marketers use to create demand, engage customers, and turn them into buyers are what those companies need to do to create a demand for their jobs.

Moving a prospect from uninterested to interested or passive to active isn't like the flip of a switch. It's more of a spectrum, and workers tend to move up and down on that line based on several factors motivating their interest and their behavior.





Employees are influenced every day whether they are aware of it. Economic news and trends influence how workers feel about their industry and their job security. Uncertain economic news may move them towards the active seeker spectrum. Many influencers move workers either towards passive or active status – from social to economic to personal circumstances. All of these are outside of a company’s control. But there a lot of things companies can do through recruitment marketing to move workers from the passive side of the spectrum towards the active.

No Job Fairs, No Problem: What Winning Companies did in 2020 and What They’re Planning for 2021

CASE STUDY: Intuitive Research and Technology, Arlee Holmes

The pandemic put a stop to many traditional tactics recruiters relied on in 2020. Job fairs, trade shows, and networking events were cancelled abruptly. But that didn’t stop some companies from engaging prospects and keeping the recruitment funnel active. Arlee Holmes is Director of Engagement and Communications at Intuitive Research and Technology Corporation (*INTUITIVE*). She says recruitment efforts have amped up in recent months and hiring managers are looking to the Communications department to drive leads through digital marketing.

Marketing is no longer reserved for business development. For companies to thrive, they must brand and market their workplace as much as they do their products and services. *INTUITIVE* has been a leader in this area effectively engaging both business prospects and job candidates through a robust social and digital marketing approach.



We were always on this path – it just made it easy to move forward with digital. In the past, it was one of many tactics. Now it is critical, and we know we’re doing the right things!

Arlee Holmes



CASE STUDY: Children’s of Alabama, Laura Gosney

Laura Gosney is the Recruitment Manager at Children’s of Alabama in Birmingham. Healthcare recruiting has tightened dramatically since the beginning of the pandemic - and the pressure hasn’t eased. While other industries slowed down, the need for hospital caregiving only increased.



It’s important to show the healthcare community who we are as an employer. It’s easy to do a job posting, but during the pandemic and social change we have to show recruits that we are a diverse and caring team with a unique culture.

Laura Gosney

Branding has always been a big part of Children’s recruitment strategy. Communicating who they are to the community reinforces the hospital’s values and inspires recruits who see themselves as a good fit. While they had to pause in-person visits to schools, Children’s leaned on digital channels including video and social media.

Talent Acquisition Doesn’t Work Without Marketing Your Brand

Many companies think marketing is reserved for business development. If companies are going to meet their talent needs, they must market their workplace the way a consumer goods company markets a brand. Workplace culture is a brand, and every company workplace brand has a reputation – good, bad, or neutral - that is either helping or hindering your recruitment efforts.

AL Alabama



SPONSOR CONTENT

Diabetes Educators Change Lives at Children’s of Alabama

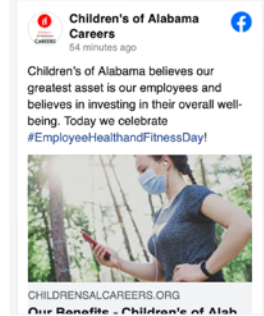
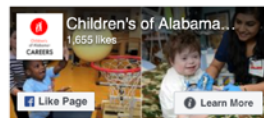
For Children’s of Alabama on April 20, 2021 at 09:52 PM



For a child who has been diagnosed with diabetes, it might seem as if the world has come crashing down. When a child is very, very sick and her days become what seems like an endless stream of doctor’s appointments, glucose monitoring, and medications, the dream of a normal life may seem out of reach. As is often the case, the confidence and zest for life they once had may be sapped by worry, sadness, and frustration. Thankfully, there are teams of people dedicated to helping these children and their families better understand and manage their condition to ensure their life is still full of possibility and wonder.

Diabetes educators serve as role models to inspire a new way of thinking about health. The Diabetes Education Program at Children’s of Alabama seeks to do just that: bringing world-class healthcare to children with diabetes while inspiring hope and happiness in their patients. It’s a life-giving mission for diabetes educators at Children’s of Alabama—and they’re currently hiring two new RNs to join the team. If you are a registered nurse with a passion for diabetes education, Children’s of Alabama may be the professional home you’re looking for.

The Diabetes Education Program at Children’s of Alabama is one of the largest diabetes education programs in the country, serving more than 2,600 children with diabetes. Accredited by the American Diabetes Association, the program provides comprehensive services for infants, children, adolescents, and young adults with Type I and II diabetes, cystic fibrosis-related diabetes, steroid-induced diabetes, post-pancreatectomy diabetes, and other rare forms of diabetes.



Tweets by @COA_Careers





The Talent Acquisition Strategy: Attracting Candidates from Passive to Active

A good talent marketing strategy launches tactics to reach candidates at every point along the passive-active axis. To meet the growth demanded by the defense-technology industry, the hiring pipeline should always be pulling in new candidates to create enough volume to find the right hires when the business needs them. Some candidates will enter as mostly passive, while others will be more active when they encounter your marketing. What is most important is that you have ad creative and messaging that meets the candidate where they are in the process to capture their attention draw them into a relationship with you as quickly as possible. Some of the relationships will take longer to develop – those are the most passive candidates. Others will lead to active interest and an application more quickly. In each case, the wrong message will be ineffective and could repel the candidates you are seeking. Timing and targeting are everything.

1. NOT LOOKING



Aware but Not Interested

2. CURIOSITY



Exploring the Possibilities

3. CONSIDERING



Digging Deeper

4. TELL ME MORE



Reaching Out for Advice

5. OK, I'M IN



Formally Applying
for the Job

6. HIRED!



I'm a Brand Evangelist!



Stage One - Not Looking Aware but Not Interested

At the passive end of the scale, we find potential candidates who aren't thinking about new opportunities. Most days they are content with their current positions. However, they stay up with their industry and pay attention to what other companies in their field are doing through advertising, social media and their friends and family working there.

What the Candidate is Doing:

- Noticing brand ads
- Reading news articles about the company
- Browsing social media
- Clicking on a blog post about your company event
- Impressed by your company's diversity post
- 'Liking' a post about a company volunteer day





1. NOT LOOKING



What the Marketing Should Do:

- Introduce yourself: build brand recognition – targets need repeated exposure to your brand name and taglines, so they start to recognizing you.
- Grab their attention with captivating creative imagery.
- Say what you do (your capabilities) and differentiate your company’s strengths to stand out from competition – explain who you are and what are your strengths.
- Call to action: we’re not looking for clicks, but if someone is ready to engage more deeply, invite them in with a “Learn more about us” call to action.

Marketing Channels:

- Organic and paid social media
- Digital display advertising
- Sponsored content

BRANDING WITH IMAGERY THAT GRABS ATTENTION

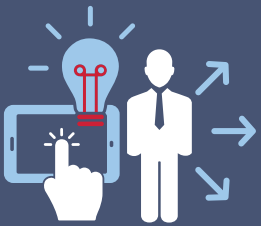
HOW ARE YOU DIFFERENT?

STRONG, MEMORABLE CALL TO ACTION

YOUR COMPANY VALUES IN ACTION



2. CURIOSITY



Stage Two - Curiosity

Exploring the Possibilities

Have you ever been surfing LinkedIn and seen job alerts? Do you get the occasional “Congratulate your friend” notice when they get a new job? Everyone does, and for some it tickles their curiosity. Even if its just for a short time, they become curious about the possibilities and open a bit to the idea of a new job. If your acquisition strategy includes the right advertising with the right messages, then you can get the attention of candidates as they start to become curious and draw them closer.

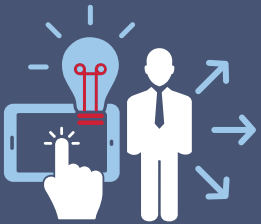
What the Candidate is Doing:

- Engaging with your company’s social media posts – mostly on LinkedIn and Facebook (Twitter for company news posts)
- Reading blog posts on new company initiative and capabilities they saw on social media or in a sponsored article on news website
- Browsing work culture sections of your company website – curious to see if you have a culture they would fit into





2. CURIOSITY



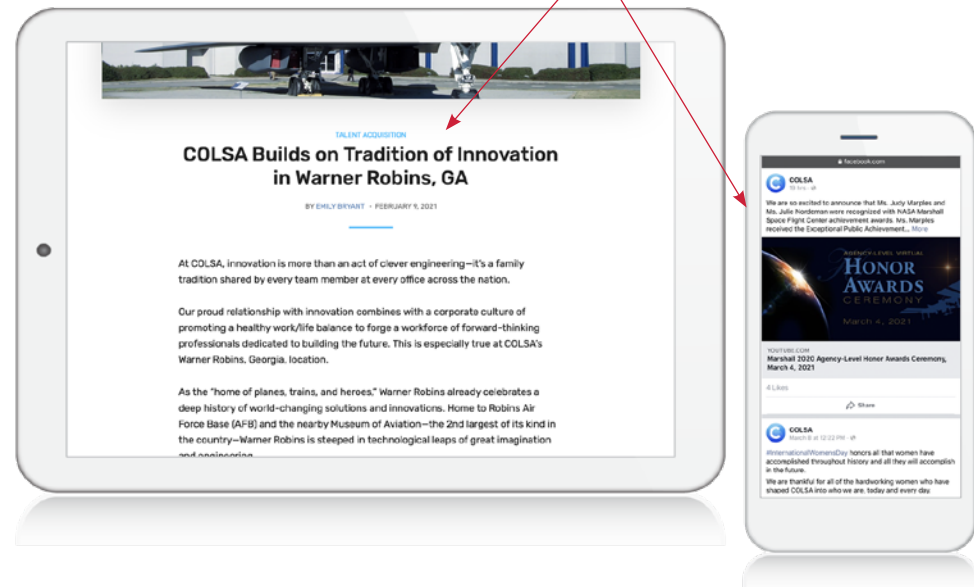
What the Marketing Should Do:

- Be relevant to industry and talent targets: show how your company and culture is relevant to them.
- Be the expert: create blogs and whitepapers that show you are the thought leader.
- Build trust: answer the question ‘Why should I leave and come to your company’ or ‘Why should I do business with you.’

Marketing Channels:

- Paid social media boosting – get those articles and blog posts in front of candidates and industry decision makers through complex targeting
- Sponsored content
- GeoFence research parks and businesses in target markets
- Digital display advertising to continue to increase brand awareness

INDUSTRY-RELEVANT THOUGHT LEADERSHIP





3. CONSIDERING



Stage 3 - Considering Available Opportunities

Digging Deeper

If a candidate likes what they see through the curiosity stage, they gradually start to dig deeper. If your company's marketing got them to this point, they already have a sense of loyalty to your company and your brand. Trust has been built, and they're diving in to answer the questions they have before deciding to apply – will I be happy here; how serious are they about _____ (cyber, infrastructure, aerospace); what will my life be like working for this company?

What the Candidate is Doing:

- Reading as much info as possible about your company culture
- Looking for “day in the life” and “why I chose _____” themes
- Diving deep to uncover your diversity initiatives
- Trying to understand how you support employees' work-life balance
- Reading posts about a specific team or department
- Proactively visiting your social pages and looking at past posts to get a better feel for your company's brand and personality





3. CONSIDERING

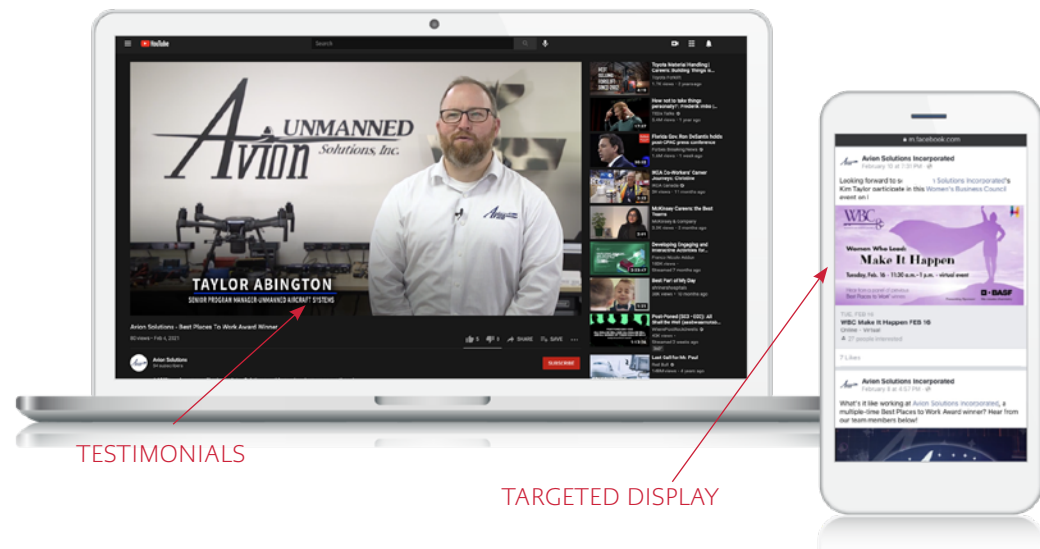


What the Marketing Should Do:

- Candidates should be able to find testimonials from people that look like them and have similar backgrounds and job titles
- Remessaging campaigns should be segmented to fit the pages visited by the candidate
- Creating and distributing blog posts and social content around company culture
- Creating and distributing content showcasing your capabilities
- Creating and distributing blog, social and video job testimonials
- Actively target candidates where they work by geo-fencing companies with similar positions

Marketing Channels:

- Hyper-targeted responsive digital display featuring blog content and videos
- Remessaging with messages and creative based on the pages visited by the candidates
- Pre-roll/Mid-roll/Post-roll videos
- Paid social media videos on LinkedIn and Facebook
- SEM and SEO so your company is top of search rankings when candidates do deeper research on position titles and companies.



TESTIMONIALS

TARGETED DISPLAY



Stage 4 - Tell Me More Reaching Out for Advice

We're a culture of advice givers and advice seekers. We won't buy a waffle iron without reading the reviews. When it comes to job advice, candidates want to get the inside scoop, to know what your employees (past and present) have to say about working for your company. That's why it's important to tell your story, put your employees' testimonials front and center and provide candidates opportunities to ask questions before they get to the application and interview stage.

4. TELL ME MORE



What the Candidate is Doing:

- Seeking someone on the inside that they know or can talk to
- Filling out a webform or short application
- Reading company reviews on job boards and review sites
- Rereading company blogs and social media
- Watching or reading employee profiles on your site and social media channels

Indeed Featured review
The most useful review selected by Indeed

5.0 Great company to work for
Senior Consultant/News Equipment Training (Current Employee) - Huntsville, AL - October 31, 2019
A company that takes care of it's employees. Seen first-hand the company carry an employee on overhead for a couple months during a dispute at a customer site, fully backing their employee the entire time. That level of support is admirable. Pay & Benefits are enjoyable.
Was this review helpful?
 Yes No [Report](#) [Share](#)

5.0 Great Company to work for
QA Engineer (Former Employee) - Gadsden, OH - September 24, 2018
This is a fantastic company to work for, it is employee-owned so benefits are top notch, great sense of pride in your work, supporting a work-life balance. My supervisors went out of their way to know my family and to make them know I was an important member of the team.
✓ Pros
Employee Owned Company
✗ Cons
HQ was in Huntsville away from my location, no option for telework
Was this review helpful?
 Yes No [Report](#) [Share](#)

5.0 Great place to work
Senior Analyst/Certified XML Coder (Current Employee) - Huntsville, AL - July 18, 2018
My typical work day is extremely ease. I sit behind a computer all day. Management is great. The culture is very diverse but everyone is wonderful. My job is hard, is mundane. I love XML coding.
✓ Pros
Paid Time Off, Employee owned
✗ Cons
None
Was this review helpful?
 Yes No [Report](#) [Share](#)

5.0 Good place to work, not fast pace, balanced work load
Engineer II (Current Employee) - Redstone Arsenal, Huntsville, AL - June 28, 2017
Work load is balanced, but can be slow at times. Management is great, and works with employees with issues the time off and leave. Interactive group working with government personnel and private contractors.
Was this review helpful?
 Yes No [Report](#) [Share](#)





4. TELL ME MORE

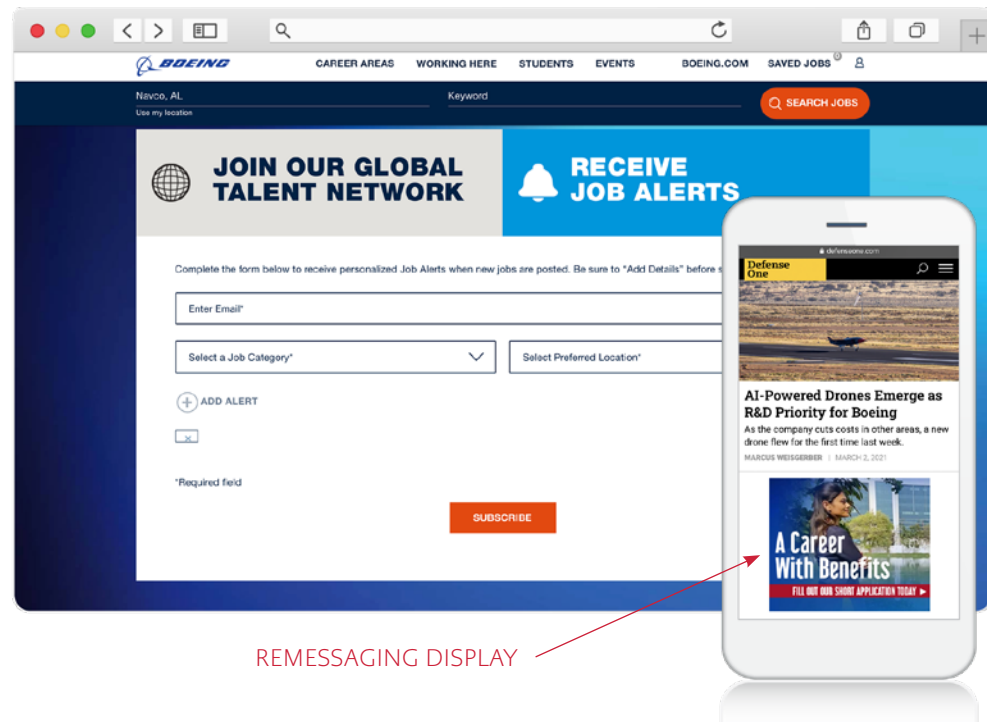


What the Marketing Should Do:

- Coordinate with HR to create a candidate advisor – someone who can talk with candidates before they apply so they can ask questions outside of the high-pressure interview process and before they submit an application.
- Create a short-form application or “learn more” form on your website for candidates who have high degrees of interest but aren’t ready to fill out the full application.
- Create a webinar or short video that answers the most common FAQ’s asked by applications. Use employees to narrate and answer team-related questions instead of professional talent or HR.
- Promote the short form application, application advisor program and FAQ videos through remessaging campaigns to website visitors who viewed worker testimonials, team and division “day in the life” blogs and other relevant pages.

Marketing Channels:

- Remessaging to digital display networks
- Remessaging to Facebook



REMESSAGING DISPLAY



5. OK, I'M IN



Stage 5 - OK, I'm In Applying for the Position

Once someone has decided to submit their application, there isn't a lot of marketing to do. However, the user experience is something every company should consider. E-commerce companies know user experience is everything. If they make it hard to check-out, customers will walk away – in an instant.

Your application process is no different. In tight labor markets, candidates are in demand, and they know it. In the digital age, a poorly designed application process could drive away the best candidates. The candidate is our customer, and companies should review their processes from that point of view.

What the Candidate is Doing:

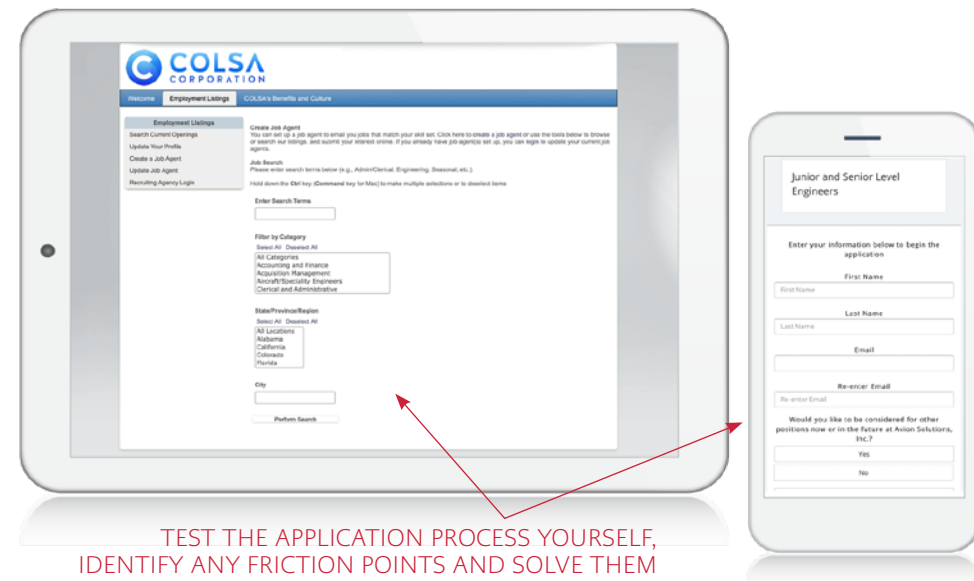
- Shouting out the new job on personal social media
- Coworkers comment and welcome them on social media

What the Marketing & HR Should Do:

- Company likes and shares the employees personal shoutout
- After onboarding and trial period, use employee testimonial on blog and social media and promote to like applicants
- Connect employee to support groups (diversity based or interest based) and encourage them to share on social media

Marketing Channels:

- Company website and applicant tracking system





6. HIRED!



Stage 6 - Hired! Becoming a Brand Evangelist

Once an employee is hired, most companies think that's it, we're done – aside from all the onboarding that HR needs to do. But for the employee, it's just the beginning. They are excited about you, about the position and about the future. If a company can capture that enthusiasm and support it, then other candidates will be drawn to you.

What the Candidate is Doing:

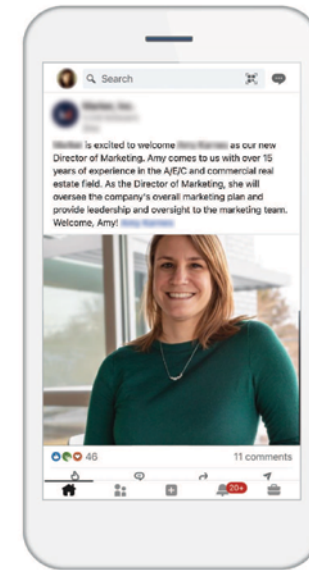
- Shouting out the new job on personal social media
- Coworkers comment and welcome them on social media

What the Marketing Should Do:

- Company social media likes and shares the employees personal shoutout
- After onboarding and trial period, use employee testimonial on blog/social media and promote to like applicants
- Connect employee to support groups (diversity based or interest based) and share their experiences on social channels

Marketing Channels:

- Organic social media posts
- Paid post boosting to candidate targets
- Press release style blog for new hires





Conclusion:

2021 is shaping up to be an interesting year for Alabama companies. To make the most of this transformative year, companies will need to win at both the business development and talent acquisition game. The old days of networking events and job boards just aren't enough anymore. A company is defined by its brand, and in talent acquisition its brand is its work culture.

Is your talent acquisition strategy ready to compete? AMG is ready to collaborate with your human resources, marketing, and business development teams to create the best strategy for your unique needs. We're local, with national reach. We're hands-on and personal, with the latest, most up-to-date tech stack in the marketing industry.

Get in touch with us today! We can't wait to support your success in 2021 and beyond.

ALABAMA
M E D I A G R O U P



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