



## Volume 1, Issue 5

*In this issue of **Recruitment Insights**, we review the marketing resources available to help you build and implement successful staffing strategies. This includes taking advantage of interactive venues such as social networking sites to develop a broader applicant pool and using other resources to highlight the positive aspects of working in your facility.*

### **In This Issue: Marketing Your Careers and IHS**

#### Marketing Materials

#### Making Social Media Work for You

#### Tribal Involvement

## **MARKETING MATERIALS**

### **Resources Available and How To Use Them**

The Indian Health Service (IHS) has built a health care professionals recruitment brand and marketing communications program to distinguish itself from other health care organizations. The brand and marketing communications program describes not only the mission and the kinds of health care professionals we seek, but also the kind of communities to which we provide care and the unique individuals who help us meet our mission.

All of our marketing materials use the overarching IHS recruitment brand message: *Opportunity Adventure Purpose*. Those three words embody the essence of a career at IHS, one that offers the opportunity to explore a great career in a location rich with adventure while helping an appreciative underserved population. These resources attract job candidates and help sell them on the benefits of a career at IHS. Visit our online [marketing communications fulfillment site](#) to review and order these materials.

- **Recruitment Kit Pocket Folder**: This multi-component brochure gives your job candidates an overview of IHS health care professions and career path options, along with an introduction to the IHS mission. The pocket folder brochure package contains detailed information on the benefits and requirements of the three IHS career paths, an overview of the Loan Repayment Program, a one-page health care profession summary sheet with

information on IHS Public Health Professions career choices and an IHS Recruitment DVD.

- **Recruitment DVD:** This video DVD illustrates and personalizes the benefits of life as an IHS health care professional. Shot on location at numerous IHS facilities, the DVD takes a personal approach by featuring one-on-one interviews with IHS staff discussing the unique benefits of an IHS career.
- **Print Advertising Campaign:** The IHS provides an assortment of full-color print ads that feature images and content highlighting the look and feel of an IHS career. The campaign theme "Our Idea Of ..." illustrates the differences between an IHS career and working in a traditional health care setting. For example, "Our Idea of Watching the Clock" juxtaposes the notion of being in a job where one watches the clock (waiting for quitting time) with a career at IHS depicted by an IHS health care professional and his or her family members shown enjoying a picturesque sunset amidst the great outdoors. Available in a variety of formats, these ads are appropriate for trade publications and can be used as flyers and posters at group recruiting events.
- **PHP Careers Web Site:** Individuals interested in IHS careers can visit the [IHS Careers site](#) or the [IHS Jobs Vacancies Database](#) to view current job openings, benefits and more.

## MAKING SOCIAL MEDIA WORK FOR YOU

You can expand the reach of your recruitment efforts and connect with a wide range of future health care career candidates through online social media sites such as LinkedIn, Facebook, MySpace and YouTube. As a career networking resource, the use of social media sites has rapidly taken off. Users can instantly connect with a large number of individuals who share common interests to learn about job opportunities and share networking information as well as communicate. You can take advantage of this powerful tool by creating your own recruitment pages, groups and discussion boards to connect with more potential job candidates, increase the visibility of your opportunities and promote your facility and the benefits of working for IHS.

You can also use online social media sites to benefit your own professional development as a health care professions recruiter. Join health care and employee recruitment groups to network with other health care recruiters, participate in discussions of recruitment best practices, promote your job openings and more.

## TRIBAL INVOLVEMENT

Enhance your recruiting efforts by asking Tribal leaders to participate in the recruitment process. Tribal leaders can bring the unique cultural aspect of working at IHS to life and make the career experience that much more vivid for those considering a position. Job candidates get a direct and personalized account of rich Tribal culture and what it is like to work in a health care organization that is unique in the patient population it serves. Consider approaching Tribal officials to organize field trips, group discussions and other Tribal-led "meet-and-greet" opportunities to provide candidates with a better understanding of a career with IHS. It can have a positive impact on your

recruiting efforts.

*If you have any recruitment strategies and best practices you would like to share, please send them to us at: [Recruitment Insights](#).*



The policy of IHS is to provide preference to qualified American Indian and Alaska Native applicants and employees who are suitable for federal employment in filling vacancies within IHS. IHS is an equal opportunity employer.

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