

6

PROVEN SEASONAL HIRING STRATEGIES



IDEABOOK



Learn how you can create a successful seasonal Recruitment Marketing strategy to stand out from the competition and capture right-fit seasonal talent.



Rally™ Recruitment Marketing

INTRODUCTION



Record low unemployment rates coupled with the wealth of information job seekers have about your company means seasonal or surge hiring is more high pressure for employers.

When you think of seasonal hiring, winter and the holiday season probably come to mind. And for good reason! In 2018, holiday hiring **reached record levels**, according to an analysis by Challenger, Gray & Christmas, Inc. based on data from the Bureau of Labor Statistics (BLS). Retail, shipping and delivery and customer service companies top the list of industries with the most seasonal workers.

But seasonal needs can be any time of the year. For example, tax and accounting firms hire in late winter/early spring to meet demand. The **summer months** also generate seasonal jobs in hospitality due to an influx of guests at hotels, amusement parks, resorts, museums and tourist destinations. Back-to-school season is another summer hiring initiative. Other companies may experience surge hiring based on changing business or client needs.

No matter the season, this type of recruiting is high pressure. It means that your seasonal hiring strategy needs to be laser focused if you want to achieve your hiring objectives within the short window you have!

This Rally Ideabook will show you the strategies and tools you can use to find right-fit seasonal talent. You'll learn which methods leading employers use to attract candidates for seasonal opportunities, how they're meeting their seasonal hiring goals and which ones can work best for your objectives.

This Ideabook is designed for all Recruitment Marketing skill levels, and will take you about 13 minutes to read. Ready? Let's go!

Here's what you'll learn:



Beginners - Tactics you can use to create a robust seasonal strategy for capturing candidate interest



Professionals - The top channels and platforms that can be the most effective for sourcing and attracting seasonal candidates



Experts - Pro tips on how to make your seasonal opportunities more enticing to job seekers

Skills Developed:

- Recruitment Marketing
- Content strategy



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Let's get started!



6 CREATIVE WAYS TO HIRE SEASONAL EMPLOYEES



1 CREATE A PLAN FOR REHIRES

Last season's best performers are already at the top of your list. But are you at the top of their list? Your strategy to bring them back this season should start before the last season ends. The following tactics can help you create a seasonal rehiring plan for valuable former employees:

- Before the season ends, have hiring managers meet with top performers that you'd like to invite back. Make sure employees know how much you appreciate their contribution and that you'd love for them to return next season. Ask them to stay in touch by following your social channels and set the expectation that they'll hear from you by email and text.
- During the off-season, stay in touch through regular communication that keeps your company top of mind. Be sure the content you send is personalized and valuable to them. As the next season draws near, tell them about the exciting plans you have in store and invite them to apply again early.
- If there are opportunities for permanent employment with your company, let seasonal employees know how it works. Sharing employee stories of other temp-to-perm successes might be just what they need to hear to return if they know that opportunity is available.



6 CREATIVE WAYS TO HIRE SEASONAL EMPLOYEES



2 ENCOURAGE EMPLOYEE REFERRALS

For many companies, employee referrals are one of the best sources — if not THE best source — for finding new hires. And it's a top strategy you can use as part of your seasonal hiring strategy as well! After all, research from Jobvite shows that candidates who are referred move through the hiring and apply process **55% faster** than other job seekers. On top of that, they are also more likely to stay with a company longer, which for seasonal and surge hiring means they might be willing to come back in the future or accept a permanent position.

So how can you gently nudge employees to provide referrals for your seasonal needs? Try these approaches:

- Ensure that your referral process is clearly detailed, easy to follow and mobile friendly to provide convenience for both job seekers and your current employees. Appoint someone on your team as the employee referral “guru” who both referred job seekers and team members can go to with questions.
- Send regular reminders leading up to and throughout your hiring time period to employees asking them to promote open positions on their social networks. Using an employer brand advocacy tool can make it easy for your team to share open positions.
- Consider offering tiered referral bonuses to employees who refer someone who ends up getting hired seasonally. This can be an effective way to recruit for your hard-to-fill roles and the perfect incentive for current team members to refer their connections.





3 TAP INTO YOUR TALENT DATABASE

One of your best tools for recruiting seasonal candidates might already be at your fingertips! Your talent databases, such as your CRM, ATS, Recruitment Marketing Platform or Talent Network, are filled with potential employees, some of whom might be interested in seasonal opportunities with your company.

But communicating with the right candidates can be a bit tricky. Many job seekers receive a large volume of recruitment messages, which can create fatigue for those who might not even be interested in exploring a new opportunity. In fact, **76% of hiring managers** say they are concerned with recruiting passive candidates, according to research from Glassdoor. This is because these passive job seekers are now cautious of being contacted through networking sites and are less likely to respond.

But zeroing in on the right elements can help you develop a sourcing and messaging strategy that successfully reaches and engages passive candidates:

- Candidates who have researched your company on employer review sites are informed about your organization and are more open to your seasonal opportunities. Research from Glassdoor found that job seekers on the site are **twice as likely to be hired** and have a 30% higher retention rate.
- Be sure that your communication is relevant for candidates and answers the questions they might have about your seasonal jobs. For example, create a video showing what it's like to work in your location and what a typical day is like, along with the culture they'll be part of.
- Put automation tools to use — there are many that can help fuel your seasonal efforts! For example, some platforms allow you to send outreach messages that come directly from hiring managers, boosting your open rates. Others give you the ability to quickly connect with candidates via text message to help more quickly move them along in the process.

6 CREATIVE WAYS TO HIRE SEASONAL EMPLOYEES



PRO TIP:

We recommend that employers always respond to reviews of your company on employer review sites. Whether they are negative or positive, it's important to include your voice in what is being said about your company and employee experience. Doing so can be an effective strategy for attracting seasonal candidates — the Glassdoor.com Site Survey from August 2018 found that 66% of candidates say their perception of a company improves if they see employers responding to reviews. Also, 79% of job seekers are more likely to click 'Apply' if the company is active on Glassdoor by providing updates, review responses and details about the work environment and culture.

4 ADD EVENTS TO THE MIX

Recruiting events are hot, especially to recruit seasonal employees! With such a short window to hire, seasonal hiring events — whether in person or virtual — give candidates a way to find all of the information they need and that you need to hire on the spot.

To help your seasonal hiring events go off without a hitch, there are a few key things you can do:

- Host it at your location if possible. This gives job seekers an authentic view into what their work environment will be like, and it shows them a bit of company culture, which can go a long way toward encouraging them to join your team. Get a sense of how many people will show up by inviting candidates to RSVP, and then use text messaging to send reminders to reduce no-shows.
- Give past seasonal employees the floor. If you have current full-time team members who started as seasonal hires, ask them to speak with candidates at the event. They can share their employee experience, which helps set expectations. They can also show job seekers the possibility of career growth within your organization.

6 CREATIVE WAYS TO HIRE SEASONAL EMPLOYEES



- Be clear with the next steps in the process. If you hire job seekers on the spot, make sure they know their start date and confirm with them that they will show up. Communicate to them about any necessary paperwork they must fill out before they start or any training they are required to attend.

5 DRAW CANDIDATES BACK IN WITH RETARGETING

Most job seekers might visit your careers site without ever taking the next step in the process. A retargeting strategy uses tracking cookies placed on pages you designate through Google, social networks, services like AdRoll or your Recruitment Marketing agency. These cookies allow you to display online ads and sponsored posts about your seasonal hiring opportunities to those candidates who have visited before, and it can be just the thing that entices them to revisit your site, sign up for updates or events and submit an application.

Here are a few strategies to keep in mind as you build out and execute a retargeting strategy:

- Make sure your retargeted ads and posts are aligned with your branding — that includes design elements and voice. This helps job seekers recognize your brand and piques their interest to check out seasonal roles after they feel more connected to your company.



6 CREATIVE WAYS TO HIRE SEASONAL EMPLOYEES



- Create different ads for different candidate groups. For instance, a retargeted ad with retail-specific language and seasonal benefits can draw job seekers back in who looked at your store associate positions. Another ad with distribution center qualifications and salary range can encourage candidates who were reviewing your warehouse positions to revisit your careers site to apply.
- Bring variety to your retargeted ads. As a consumer, think of how tired you can get of seeing the same exact ad over and over. Candidates within those different groups might start to feel the same about your retargeted content, which could lead to them disregarding your ads or even reporting them as spam. Plus, you should be testing which images and messages work best to keep the ads fresh during your recruiting period.

6 DEVELOP A JOB ADVERTISING STRATEGY

While your careers site and the Recruitment Marketing content you share are chock-full of information about your seasonal jobs, how are you going to reach those candidates who might not come across them? Job advertising allows you to cast a wider net that helps you find the right job seekers for those hard-to-fill roles quickly.

Here are a few ways you can ensure that your job advertising strategy is top notch:

- Sponsored job ads on employer review sites allow you to get in front of the millions of job seekers who visit them every month.



more clicks and 9x more apply starts for sponsored job ads compared to non-sponsored jobs.

Glassdoor internal data from January - June 2018 revealed that sponsored job ads on the site are shown to receive up to 12 times more clicks and 9 times more apply starts compared to non-sponsored jobs.

6 CREATIVE WAYS TO HIRE SEASONAL EMPLOYEES



- Make sure to mix up the channels you use for job advertising. What may appeal to a candidate interested in retail seasonal jobs on one job board might not work for another job seeker looking for package delivery jobs. Research the top channels used by candidates in various career areas to know where you can better focus your efforts.
- Automation technology can help strengthen your strategy. Using a programmatic job advertising platform can distribute job ads for you automatically and adjust the spend for each ad based on its performance. This approach can save you both time and money by focusing on the job ads that get results.



PRO TIP:

Automation/artificial intelligence (AI) technology can help you move faster to source and hire seasonal candidates. These tools can create a more streamlined and simplified recruiting process for both you and job seekers through CRM integration, social media marketing, campaign management, lead nurturing and other valuable capabilities. Whether it's targeting passive candidates, tracking engagement or maintaining a talent pool that's always filled with qualified candidates, automation/AI technology can be a key player in your overall recruitment strategy.



➤ XANTERRA TRAVEL COLLECTION

Xanterra Travel Collection is a park and resort management company that operates around the globe. Some of their properties include the most treasured national parks in the United States, including the Grand Canyon, Yellowstone and Mount Rushmore. They also oversee several railways and cruises in a variety of destinations.

Xanterra's peak season is between April and October, but the team gets a head start on recruiting for seasonal employees by launching their strategy in November. They also have a unique hiring challenge — seasonal employees don't just work at Xanterra locations, but they also live there during their time with the company. This means the Xanterra team has to communicate to seasonal candidates about what it's like to work and live at the location they're employed at!

Before each hiring season, the Xanterra team looks at several factors that help shape their upcoming campaign:



They evaluate how seasonal job seekers are searching for roles to ensure job postings appear on the channels where candidates prefer.



They determine which information about seasonal opportunities job seekers find the most valuable so that they can include these details in their content strategy.



They find out candidates' preferred means of communication so that they can create effective seasonal messaging to send to job seekers through these platforms.

SEASONAL HIRING RECRUITMENT MARKETING EXAMPLES



As a company that consistently hires seasonal employees, Xanterra has developed a multi-approach strategy to attracting and engaging candidates. Here are some of their top tactics:

A robust careers site


A key objective for the Xanterra hiring team is to prepare candidates on what they can expect from not only the work environment, but also the living and exploring opportunities they can have. For example, the careers site for **Yellowstone National Park Lodges** covers what it's like to work as a seasonal employee, and goes even deeper to provide details on the lifestyle, recreation opportunities and perks that staff members experience during their time there.


To help seasonal job seekers navigate the careers site and find the information they're looking for, Yellowstone offers a detailed icon menu that directs candidates to specified pages about employee life at their lodges:


YELLOWSTONE
NATIONAL PARK LODGES


PACKAGES | STAY | DINE | THINGS TO DO | SHOP | PLAN | WINTER | BLOG | WHO WE ARE | JOBS


APPLY NOW


**The Community**
Build lifelong relationships with new friends from all over the U.S. and world.


**Simple Living**
We provide low-cost housing and meals, free wi-fi and laundry, and more.


**Everyday Adventures**
Spot wildlife, explore geyser basins, hike mountains- try something new every day.


**Prime Location**
National park jobs with housing are hard to find. Each of our locations provides in-park housing!

**Freedom**
Working a summer in Yellowstone lets you travel and pursue passions between seasons.

**Discounts and Free Activities**
Take advantage of all the things you can do and see in and around the park.

**Free Recreation**
Stay active with organized sports, trips, seminars, games, and more!

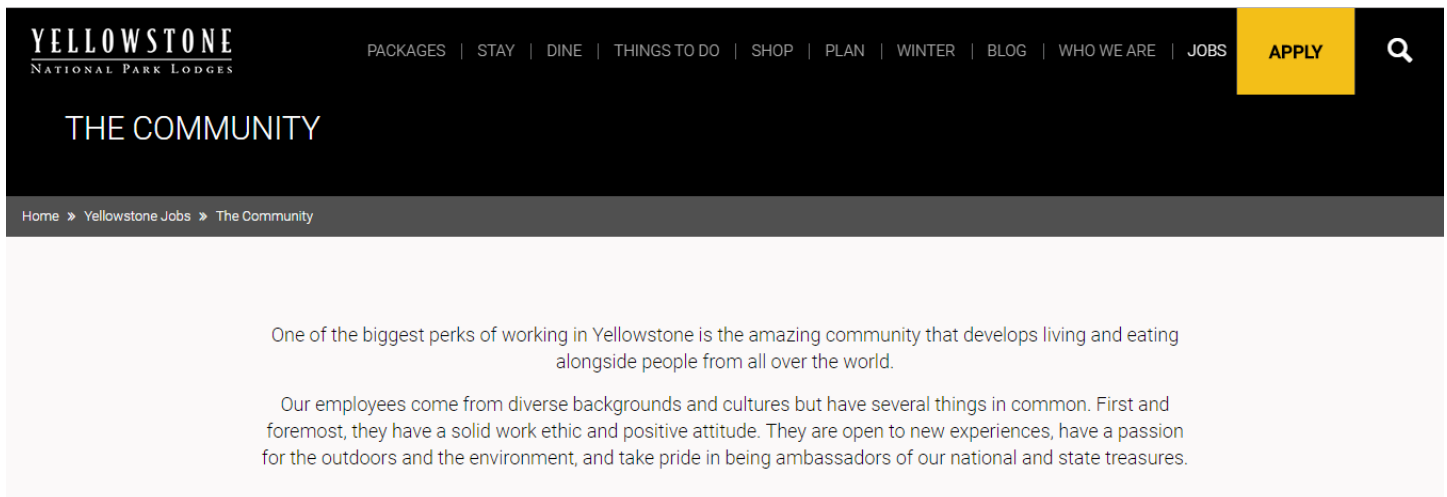
**Career Growth**
Grow, travel, and work in Yellowstone and beyond with Xanterra.

**Unique Neighbors**
It's not unusual to have a bison or elk outside your window or on your commute!

SEASONAL HIRING RECRUITMENT MARKETING EXAMPLES



One of the main focus areas is the community that seasonal employees can build with each other through shared living arrangements, common areas where employees can gather for social events and recreational activities:



Through these different pages on the careers site, job seekers gain a better understanding from the get go on what life is like as a seasonal employee, the kinds of people they would be working with, what additional opportunities they have and the paths for career growth at additional Yellowstone properties.



Employee referral program

Xanterra knows that their current employees are their best resources for finding seasonal talent. After all, those current team members know exactly what it's like to work and live at their locations, and can share their experiences with their connections who might consider a seasonal opening with the company.

SEASONAL HIRING RECRUITMENT MARKETING EXAMPLES

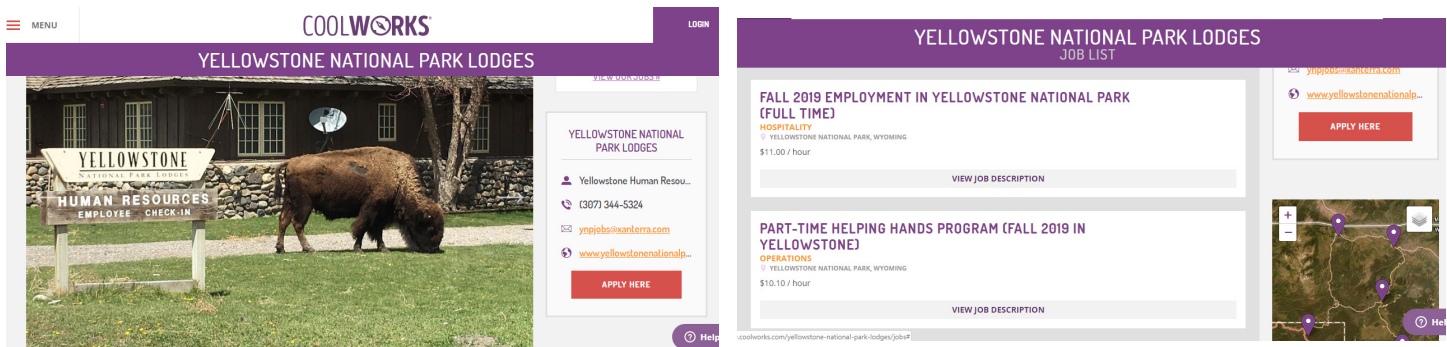


Xanterra created this employee referral program image to share with their teams at all of their locations. The key here is to know how to best get in touch with employees. For Xanterra, that means this image was printed out and posted on employee communications boards throughout their properties because many have limited access to Wi-Fi.



Job boards

Outside of their own careers site, Xanterra posts their open seasonal positions on job boards like CoolWorks.com and Craigslist to capture the attention of candidates. Here's how they promote their available roles at Yellowstone:



Another strategy that Xanterra focuses on is having detailed employer profiles on the job boards they use. For example, their CoolWorks.com profile is filled with information on the employee experience, the type of candidates they are looking for, room and board specifics and perks employees get to enjoy. This creates a more streamlined experience for seasonal job seekers who can find the details they're looking for and submit an application without ever even having to leave the CoolWorks site!

SEASONAL HIRING RECRUITMENT MARKETING EXAMPLES



 MENU

COOLWORKS

YELLOWSTONE NATIONAL PARK LODGES

THE EMPLOYEE EXPERIENCE

"Working in Yellowstone changed my life" is a common phrase you'll hear from our employees. It's about a lifestyle, not just a job.

Live with a community of like-minded individuals from all walks of life. You'll develop close, lifelong friendships and go on countless adventures in your new backyard.

Work in an atmosphere where you'll learn new skills, develop a strong work ethic, meet people from around the world, and grow (both personally and professionally). And if you decide you want to continue the lifestyle, we can help you advance in Yellowstone and the Xanterra Travel Collection family.

Explore 2.2 million acres filled with some of the greatest natural wonders in the world. No matter your interest or level or outdoor expertise/knowledge, there is something for everyone here and we'll help connect you with the many ways you can explore Yellowstone!

ROOM AND BOARD

Not only can you work at the World's First National Park, but you can live here as well!

- **Housing**
 - Employees live on site in dormitories. Each housing option varies across locations, some are new, others historical. Limited housing for married couples is available.
 - We also offer RV spaces (limited).
- **Meals**
 - 3 all-you-can-eat meals a day in the Employee Dining Room.

Payment for housing and meals is a payroll deduction from bi-weekly paychecks. This low-cost deduction covers your dorm room and all associated utilities including limited Wi-Fi and the cost of using our in-house laundry facilities. More information is on our [website](#).

➤ TARGET

Mega retailer **Target** consistently remains at the top of the list of companies that hire employees each year for the approaching holiday season, and 2019 is no different! The organization announced that for this year, they estimate they'll bring on an additional **130,000 seasonal employees** to help during these busy months. Most of these positions — approximately 125,000 — will be in the more than 1,800 stores that Target has, while an extra 8,000 roles will be filled in their distribution centers.

Due to the sheer volume of seasonal hiring Target must focus on, it's no surprise that the company launches a large-scale recruitment strategy to compete for seasonal job seekers. Here are a few of the key ways Target recruits for these positions:

In-store signage

Capturing the attention of seasonal candidates shouldn't be limited to the internet. One of the best ways to generate awareness of seasonal roles is by creating signage to use in physical locations. Target created in-store displays that advertise the company's hiring initiatives for the approaching holiday season. One of the key locations they place this signage is right on the entrances of their stores to educate potential candidates about their seasonal opportunities:



SEASONAL HIRING RECRUITMENT MARKETING EXAMPLES



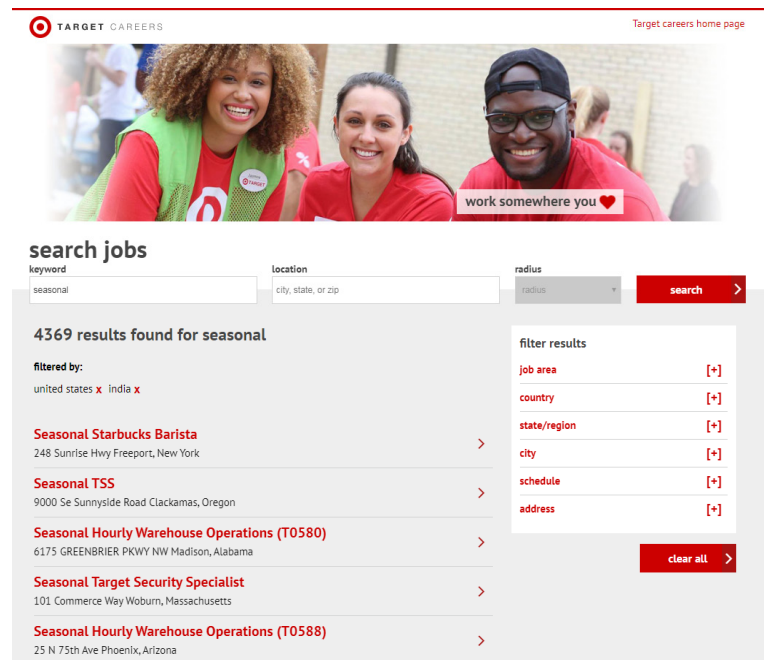
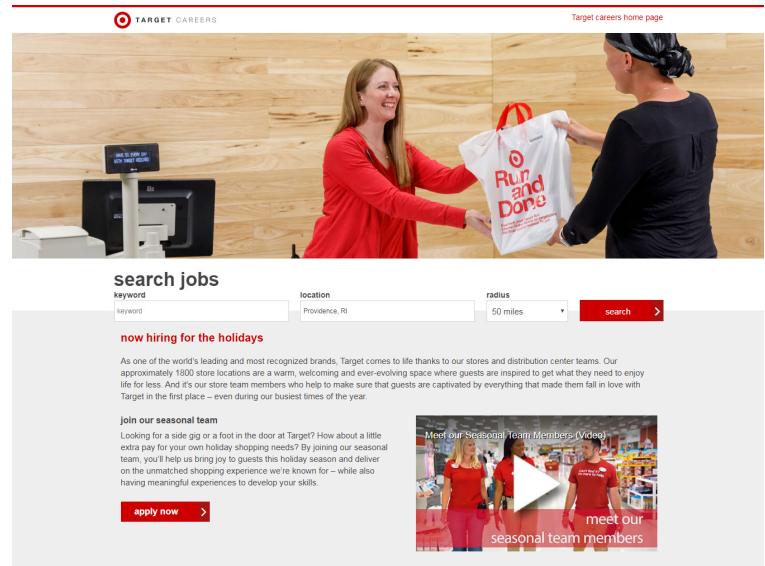
A dedicated careers page

One point of frustration for seasonal candidates might be having to sift through a company's job search results of permanent positions to find the temporary roles they're looking for. If it's difficult to zero in on the seasonal opportunities they want, they might leave a careers site altogether and look elsewhere!

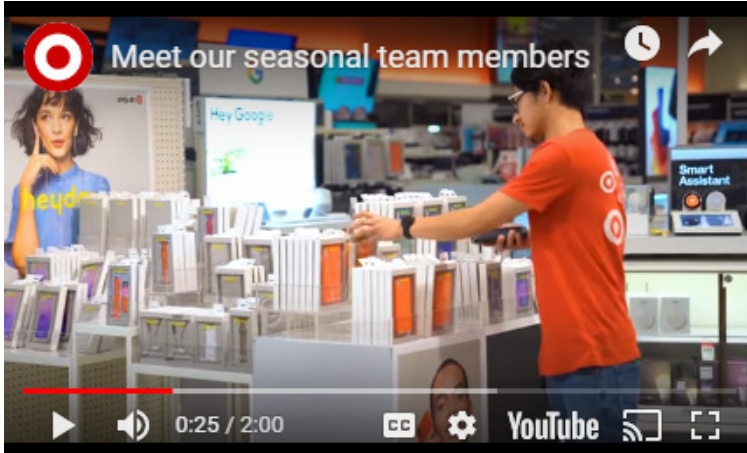
Target removes that source of friction by creating a **careers** page dedicated to displaying only seasonal roles:

By clicking the 'Apply Now' button, candidates are immediately brought to the job results page that lists the company's available seasonal opportunities. They can then filter by location, schedule, job area and other criteria, all without having to scroll through non-seasonal positions:

But it's not only about the ease of finding the right jobs on the seasonal careers page. Target also includes relevant content for job seekers on the site that provides more information about what it's like to work as part of the seasonal team, the benefits employees receive, details on upcoming hiring events and what characteristics the company looks for in seasonal team members — all of which help move candidates toward the application process:



SEASONAL HIRING RECRUITMENT MARKETING EXAMPLES



rewards

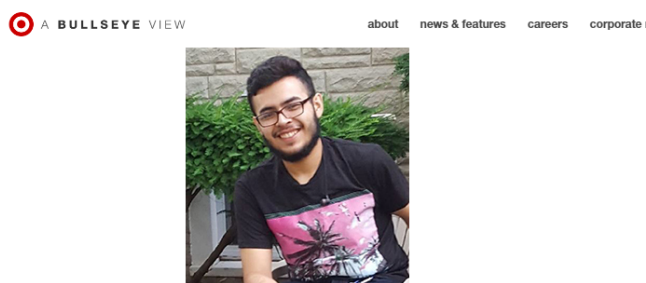
You'll love the benefits of joining our team

 pay Market competitive pay and benefits	 discount 10% discount at Target and Target.com + additional 20% off a selection of wellness products (+5% more with a Target REDcard)
 work. win. give. An opportunity to win a \$250 Target gift card for you and for a charitable organization of your choice	 schedule Flexible schedule options, including weekend-only availability at some stores

Tapping into past seasonal hires

Target aims to provide a glimpse into their past and returning seasonal employees so that job seekers can gain a better understanding of the work environment, get to know the people they might be working with and see what keeps these employees coming back each season.

The company uses articles within their **corporate content center** to provide this information to job seekers. For example, the 2018 seasonal hiring strategy included an **article that featured a Q&A** with a returning team member who explained why he likes working at the company during his school breaks each year.



Meet Max Baez, a seasonal team member who's back for his third holiday season with Target

Each year at Target, tens of thousands of team members choose to return as seasonal hires, building and developing their skills while they earn some extra cash for the holidays. Like **Max Baez**, who took on his first seasonal job while in high school. Now a sophomore in college, he returns to his Target store in Chicago during school breaks and for the holidays. We sat down with Max to hear more about what keeps him coming back.

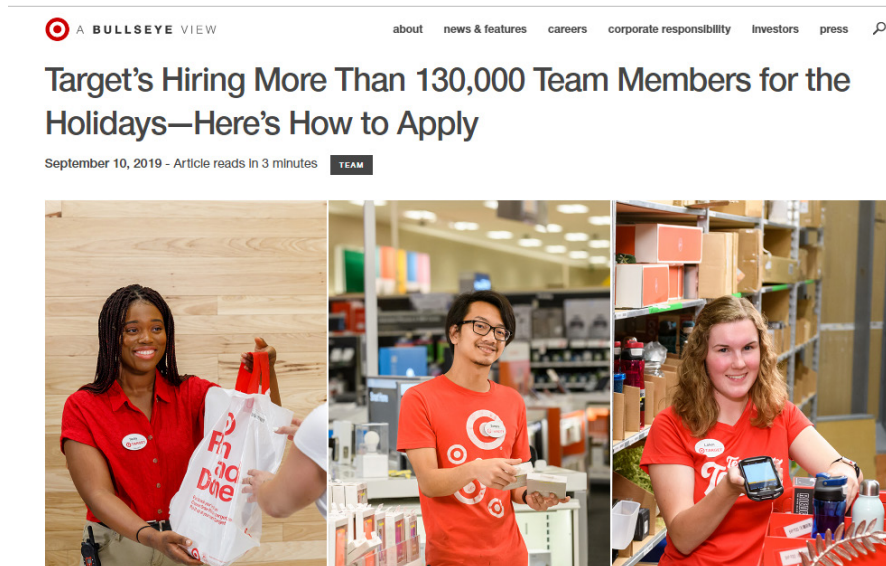
Through this content, job seekers are able to hear directly from a seasonal employee and better understand his experience at Target. By talking about the different roles he's held each year, candidates learn about the various opportunities they might have if they join.

SEASONAL HIRING RECRUITMENT MARKETING EXAMPLES



Making it easy for candidates

Another article on the content center [shares the news](#) of just how many seasonal employees Target plans to hire nationwide (a whopping 130,000!). Included in this article are details about the types of positions they're looking to fill, the benefits offered, how they can apply and details about upcoming hiring events. This serves as a one-stop shop for job seekers to find the right information and begin their application process:



These articles not only help provide relevant information to seasonal candidates, but they also help boost Target's SEO strategy by using valuable keywords! When conducting a Google search on "Target seasonal hiring," this content appears second only to the company's seasonal careers site on the results page.

Maximizing postings on job boards

Job boards also play an important part in reaching seasonal talent, and Target's strategy when using these sites ensures their open roles are front and center when candidates search for positions. Rather than create a separate posting for each available job, Target created one comprehensive posting that includes details on all of the seasonal positions they're hiring for.

SEASONAL HIRING RECRUITMENT MARKETING EXAMPLES



Not only does this avoid candidates having to dig around to find the right role, but it's also a boost for the company's SEO strategy (not to mention probably helps them save on advertising dollars!). By creating an all-in-one seasonal posting, Target's jobs appear at the top of the Google for Jobs results when someone searches for seasonal roles at the organization.

glassdoor Jobs Company Reviews Salaries Interviews Salary Calculator

barista Jobs Saint Paul, MN Search

Seasonal: Guest Advocate (Cashier), General Merchandise, Fulfillment, Food & Beverage, Front of Store Attendant, Style. Apply on Company Site Save

ALL ABOUT SEASONAL JOBS

Seasonal Specialty Sales Roles: A sales force of specialized consultants who provide tailored suggestions and solutions through active selling and compelling visual merchandising presentations that inspire guests and build the basket.

Seasonal Service & Engagement: Advocates of guest experience who welcome, thank, and exceed guest service expectations by focusing on guest interaction and recovery.

Seasonal General Merchandise & Food Sales: Experts of operations, process and efficiency who enable a consistent experience for our guests by ensuring product is set, in-stock, accurately priced and signed on the sales floor.

At Target we believe our team members have meaningful experiences that help them build and develop skills for a career. These roles can provide you with the:

- Knowledge of guest service fundamentals and experience supporting a guest first culture across the store
- Experience in retail business fundamentals: department sales trends, inventory management, and process efficiency and improvement
- Experience executing daily/weekly workload to support business priorities and deliver on sales goals

Roles Include:

- Seasonal Guest Advocate
- Seasonal General Merchandise Expert
- Seasonal Fulfillment Expert
- Seasonal Food & Beverage Expert
- Seasonal Front of Store Attendant
- Seasonal Beauty Consultant
- Seasonal Style Consultant
- Seasonal Tech Consultant
- Seasonal Inbound Expert
- Seasonal Food Service Expert
- Seasonal Starbucks Barista

➤ SEE'S CANDIES

Candy manufacturer **See's Candies** produces, sells and distributes a variety of sweet confections, especially during the holidays. Bringing on additional employees during this busy season helps the company ensure their products are made, packaged and delivered on time.

There's one interesting method that See's Candies uses to spread the word about their seasonal opportunities and encourage candidates to find out more information about working there.

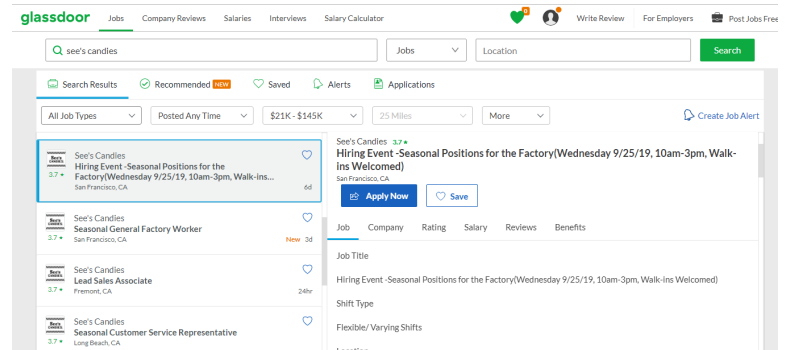
Promoting hiring events

In addition to the seasonal job postings that the company places on job boards, they also create a separate one to advertise their hiring events. With many job seekers using job boards, review sites and other non-career site platforms to search for positions, See's Candies' strategy ensures that the information about their seasonal hiring events — which are important for finding great talent — reaches candidates who are actively searching for these types of opportunities.

SEASONAL HIRING RECRUITMENT MARKETING EXAMPLES



They include all relevant details, such as job requirements for the different positions they're hiring for and the salary range. The posting even allows job seekers to RSVP for the event by submitting their contact information, resume and other specifics about their experience and background.



See's Candies also makes sure to stay on top of their SEO game by using seasonal both in the job posting title and in the description copy, which is a key way to get in front of talent by being at the top of the results page.



PRO TIP:

Be proactive about inviting your seasonal employees to leave reviews for your company. This is because when candidates use filters to search — in this case, using the keyword 'seasonal' — your company rating can dip on review sites with these filters. Asking your current and past seasonal team members to leave reviews can bring more balance and raise your rating.

➤ KOHL'S

Retail store chain **Kohl's** has grand plans for their seasonal hiring strategy — the company is bringing on an **extra 90,000 employees** in 2019 to help with the holiday rush. They even intend to hire 5,000 of these seasonal team members in one day at their nationwide in-store hiring events!

Kohl's has already started to gear up for their large-scale hiring initiative. Here is one way they are using one of their top recruiting tools to attract seasonal talent:

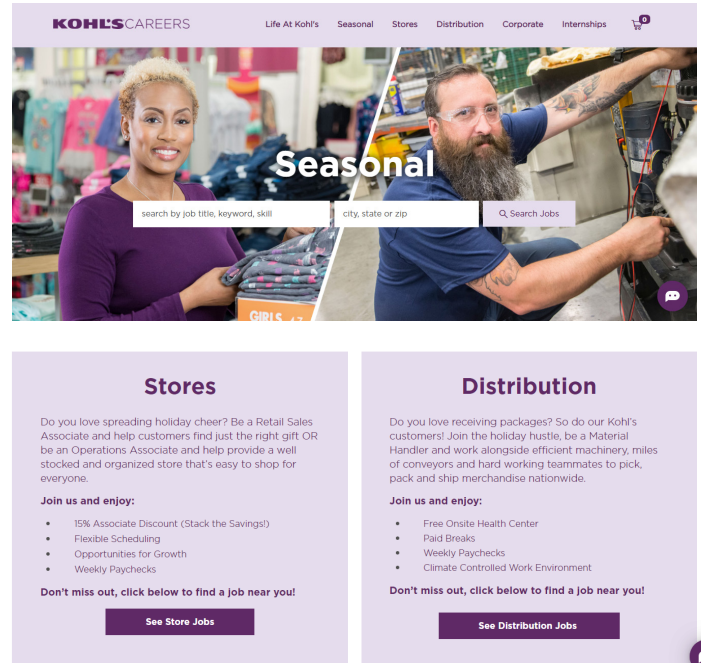
SEASONAL HIRING RECRUITMENT MARKETING EXAMPLES



A helpful careers page

Like Target, Kohl's also created a **dedicated careers page** for their seasonal roles. And they've given candidates a variety of innovative ways to help them find their right-fit position. First up, job seekers can easily search for roles by keyword and/or their location.

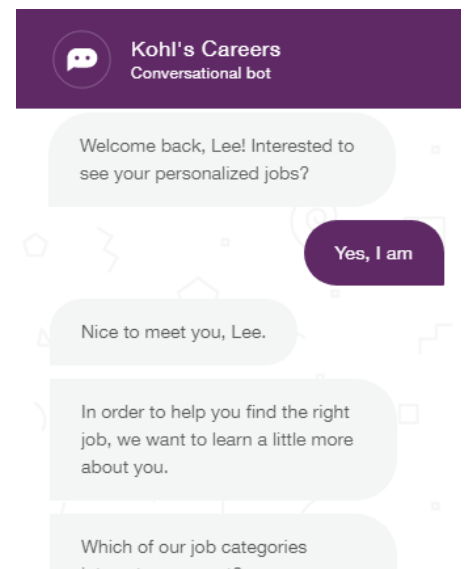
But talent can also search by open roles in Kohl's stores or in their distribution centers. This is a great option for candidates who aren't quite sure which type of role they're interested in but know which environment they want to work in.



Next up is the seasonal careers site chatbot. It asks candidates if they are interested in learning more about a job, captures their contact details and lets them know next steps — for example, to watch out for an email or a call from a Kohl's recruiter.

The chatbot also remembers your details for future visits to the seasonal careers page and serves up personalized job recommendations based on the criteria you enter.

Kohl's also strives to help seasonal applicants during their experience. On the careers page, candidates can check on the status of their already-submitted application to see where in the process they are and what steps remain.



Already applied to a position?

Click [here](#) to check the status of your application

SUMMARY



Today's competitive job marketplace has upped the ante even more for finding the right seasonal employees. Candidates have more access to information about your company to make their decision, which means your competitive edge comes from showcasing the opportunities you provide for the seasonal rush, your work environment and the input of your past and returning seasonal team members.

The right strategies can help you stand out from the crowd of other seasonal employers and net top candidates. You've got key tactics right at your fingertips by staying in touch with last season's top performers, tapping into your talent database, reaching out to your current employees

for referrals or creating retargeted ads to draw in past careers site visitors. Hiring events are another central method that brings candidates to you and accelerate the time to hire.

While working hard to achieve your seasonal and surge hiring goals can feel like a mad rush, a robust and strategic hiring strategy can help you navigate the landscape with success. Whether you're gearing up for the holiday season, preparing for the influx of visitors during summer or fulfilling hiring needs at other periods throughout the year, a laser-focused plan ensures you find and attract those candidates who will benefit your company during your busiest times.

SPONSORED BY

The Glassdoor logo, featuring the word "glassdoor" in a green, lowercase, sans-serif font. A horizontal line with a downward-pointing triangle in the center is positioned above the logo.

ABOUT RALLY™ RECRUITMENT MARKETING

Rally™ Recruitment Marketing is an online community forum where the best Recruitment Marketing ideas are learned and shared to educate and empower you to lead the future of talent acquisition. Join the Rally today at RallyRecruitmentMarketing.com.

