

# A SIMPLE YET EFFECTIVE CANDIDATE COMMUNICATION FRAMEWORK

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**TALENT**  
MARKETING SCHOOL

## WHAT IS CANDIDATE COMMUNICATION?



**RESPONDING TO APPLICANT QUESTIONS DURING THE APPLICATION PERIOD.**



**CONFIRMING THEIR APPLICATION HAS ARRIVED.**



**COMMUNICATING ABOUT THE RECRUITMENT PROCESS.**



**INVITING CANDIDATES TO INTERVIEWS.**



**REJECTING APPLICANTS AND CANDIDATES.**



The single most common reason for negative candidate experience is the lack of transparency in the recruitment process. Your applicants and candidates have no idea what happens, when and if they even are still being considered for the role.

- Susanna Rantanen

## HOW TO USE CANDIDATE COMMUNICATION TO IMPROVE YOUR CANDIDATE EXPERIENCES AND INCREASE THE LIKELIHOOD OF YOUR BEST CANDIDATES COMMITTING TO YOUR PROCESS

- 1** Implement an effective candidate communication plan to cover process communication and personal communication.
- 2** Project manage your recruitment processes so that you can communicate what happens and when in your process.
- 3** Help and encourage all of your applicants to succeed in your process.
- 4** Learn to reject applicants and candidates in the most elegant manner.

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## ELEVATE YOUR CANDIDATE EXPERIENCES WITH THESE THREE TYPES OF COMMUNICATION



**WEEKLY PROCESS COMMUNICATION**



**PERSONAL CANDIDATE COMMUNICATION**



**PUBLIC CANDIDATE AUDIENCE COMMUNICATION**

## WHAT DOES IT REQUIRE FROM YOU?

1

**CANDIDATE COMMUNICATION PLAN**

2

**MESSAGE TEMPLATES**

3

**COMMITMENT TO EXECUTION REALISTIC TO YOU.**

## AN OVERVIEW OF THE 6 PLANNING STEPS TO DEVELOP THE FRAMEWORK FOR YOUR CANDIDATE COMMUNICATION.

1

DIVIDING THE HIRING PROCESS INTO 3 COMMUNICATION PHASES.

2

SPLITTING YOUR MESSAGES INTO 3 TYPES OF MESSAGES.

3

PLANNING THE CANDIDATE COMMUNICATION AROUND YOUR TYPICAL RECRUITMENT PROCESS.

4

WRITING YOUR CANDIDATE COMMUNICATION MESSAGES INTO REUSABLE TEMPLATES.

5

IMPLEMENTING THE CANDIDATE COMMUNICATION PLAN INTO YOUR RECRUITMENT PROJECT SCHEDULE.

6

EXECUTING YOUR CANDIDATE COMMUNICATION ACCORDING TO YOUR PLAN & SCHEDULE.