

Recruitment Marketing Metrics

01.01.21 - 03.31.21

Key Performance Indicators

YoY change



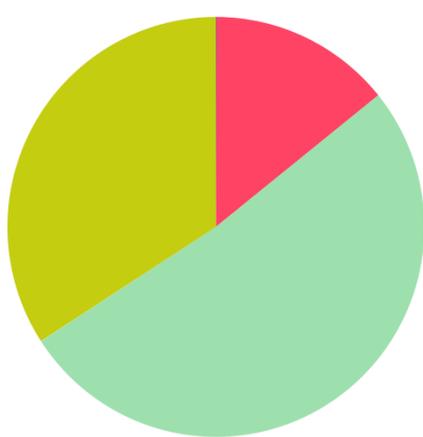
6%
Conversion Rate
-1%

Monthly External Application Volume YoY

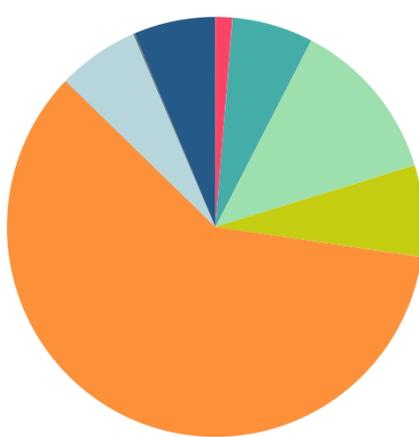


Paid Marketing Channel Activity

Form Submissions



Completed Applications



- HOMEPAGE POP-UP
- GOOGLE SEM
- FACEBOOK
- TARGETED DISPLAY
- INDEED SPONSORED
- RE-MARKETING
- RE-TARGETING

Northern Region

Margaretville Hospital, HealthAlliance (Broadway + Mary's Avenue), MidHudson Regional Hospital



Infor Go-Live

Career Website Highlights: New ATS for Charity Region
4.12.21

A seamless, fully integrated job searching experience on the career website.
Infor jobs and HealthcareSource jobs can be searched for at the same time.



A new, custom Welcome Back page for returning applicants checking their application status.

Separate links are required for internal and external candidates on Infor and HealthcareSource.

Applicants were notified of the ATS change with a custom pop-up message on the homepage and a personalized email from the WMC Recruitment team.

