

# Successful Behavioral Health Provider Recruitment Strategies



NORTHWEST  
COMMUNITY  
HEALTH  
INNOVATION  
REGION

NORTHWEST MICHIGAN  
**Behavioral  
Health  
Initiative**



An illustration on a teal background. On the left, a man with brown hair, wearing a black suit, a light blue shirt, and a dark tie, is shown in profile, smiling and pointing his right hand towards the word 'JOB'. The word 'JOB' is rendered in a stylized, light grey font where each letter is composed of multiple parallel lines. To the right of the word, three hands are shown reaching out from the right edge of the frame. The hands are light-skinned and are wearing cuffs of different colored sleeves: black, blue, and dark grey. The overall scene suggests a recruitment or hiring process.

JOB

Effective Job Recruitment Strategies

# Successful Recruitment Strategies

- Recruiting Interns by incentivizing them with internship stipends, internship pay, and sign-up bonuses.
- Seeking Staff referrals
- Offering Financial incentives such as signing bonuses
- Loan repayments programs and tuition reimbursements.



## How do we make our job postings more attractive?

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- Simply put, the content and style of our job postings matter.
  - They should provide a window into what your organization values and what it is like to work there.
  - They should make the job sound exciting, with ample opportunities for professional development and mentorship.



# Example Job Description: Highlighting Core Organization Value: Diversity & Inclusion

## Company Benefits and Perks:

We work hard to embrace diversity and inclusion and encourage everyone at McAfee to bring their authentic selves to work every day. We offer a variety of social programs, flexible work hours and family-friendly benefits to all of our employees.

- Pension and Retirement Plans
- Medical, Dental and Vision Coverage
- Paid Time Off
- Paid Parental Leave
- Support for Community Involvement

# Example Job Posting: Emphasis on Professional Development Opportunities

- **“How we elevate YOUR game”:**
  - Joining Earl’s Kitchen & Bar comes with perks to support you in your personal and professional journey.
    - Teamwork: experience what being a part of the Earls family feels like. Be inspired by your leaders, be encouraged and cheered on by your teammates to live a big life, and be supported in your whole life working while you work with us.
    - Learning + Development: take on leadership development programs and goal setting to create big possibilities for your career and life. Develop within the company; be mentored and grown as a leader from the minute you’re hired. Check out our Leadership Log and get a taste of what’s in store for you.”



# Job Recruitment Best Practices

How do we make our job postings more attractive?

- Simply put, the content and style of our job postings matter.

How do we make our websites places that attract interest and job applicants?

- Take a look at your “About Us” section on your website. Does it highlight your organization’s purpose? Does it communicate the value your organization brings to this region? Does it convey that your employees matter to the organizations and describe how you nurture their development?

How do we conduct our interviews in ways that share our excitement about the work we do and motivate others to join us?

- If your interviews consist mostly of employees answering questions about themselves, you lost an opportunity to sell your organization and job to the interviewee.