

TALENT MANAGER TAMMY

GET TO KNOW HER:

Tammy is in charge of recruiting and managing talent for a medium size company. She oversees all hiring and culture activities.

The COO is her direct manager. They collaborate on high level elements, like shaping the culture and projecting talent needs.

TITLES:

Talent Manager, Senior HR Talent Manager, Talent Acquisition Manager, Director of Talent Acquisition, SVP of Global Talent and Culture, Hiring Manager

LOCATION/MARKET:

Customers living in the U.S. and other English-speaking regions (e.g., Canada, UK)

INDUSTRY/COMPANY SIZE:

Healthcare, Manufacturing, Technology, Travel/Real Estate, Services, Financial, Education

10-500 Employees



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PAIN POINTS & CHALLENGES:

- Accurately forecasting talent needs and planning succession to make leadership transitions simple.
- Promoting and organizing culture events to improve employee engagement and satisfaction.
- Educating employees on how to become brand ambassadors.
- Learning and understanding talent management software, like ATSS, and staying informed on new technologies.
- Conducting competitive intelligence research to find talent development and retention insights.
- Sourcing talent in channels like social media, and maintaining relationships with third party staffing and recruitment agencies.
- Ensuring a positive candidate experience, from contact to job offer,
- Engaging passive job seekers who are good cultural fits.
- Effectively communicating employee metrics to senior leadership.
- Creating hiring strategies that align with big picture goals, and streamlining the sourcing and recruiting process to prevent low quality hires.
- Ensuring onboarding is strong to shorten ramp up time.
- Supervising recruiting personnel to ensure they stick to processes and procedures.
- Securing budget for professional development programs.
- Managing changes in organizational structure.
- Keeping talent pipelines organized; streamlining communication to keep talent updated on their status.
- Overseeing legal compliance for contracts.
- Ensuring consistency in employer branding and messaging while keeping a positive online presence.
- Researching and attending career fairs and related events to source talent.
- Streamlining the offboarding experience and conducting exit interviews to gain valuable feedback.

WHERE SHE SEEKS KNOWLEDGE:

- HR and recruiting blogs
- Books
- Podcasts
- Online events (webinars, etc.)
- Online courses
- Interviews

OBJECTIONS:

- Budget constraints
- Not fully bought in on the inbound methodology
- Lack of buy in from their management teams and other executives and their board of directors
- Negative experiences with previous agencies they've worked with.
- No buy in from C-suite (COO).
- Does not understand how communication with an agency will work.

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GOALS:

- ✓ Determine talent needs and accurately forecast growth strategies.
- ✓ Provide recruitment counsel and guidance to hiring managers and HR professionals with hiring and employment data.
- ✓ Perform benchmark analyses of compensation and benefits.
- ✓ Design and execute an employer branding strategy.
- ✓ Encourage staff members to become brand ambassadors.
- ✓ Develop employee referral programs.
- ✓ Use recruitment marketing tools and technology to streamline branding and recruitment.
- ✓ Learn how to use an applicant tracking system (ATS) to simplify talent assessment.
- ✓ Source qualified candidates in proactive ways to build a robust talent pipeline.
- ✓ Manage and maintain a growing talent pipeline.
- ✓ Build succession plans to ensure leadership talent is in place.
- ✓ Develop employee promotion plans and training programs to detail growth opportunities.
- ✓ Conduct skills gap analyses to determine personnel needs.
- ✓ Create organizational charts and define each position's responsibilities.
- ✓ Update job descriptions to keep roles accurate.
- ✓ Design initiatives to build a positive workplace culture.
- ✓ Collaborate with COO and senior leadership to handle high level tasks, like establishing budget and finalizing organizational charts.
- ✓ Analyze employee engagement metrics, such as turnover and retention, to stay informed.
- ✓ Conduct phone and in-person interviews to assess candidates for culture and role fit.
- ✓ Finalize hiring decisions with leadership.
- ✓ Organize performance review sessions.

MARKETING MESSAGE

Bluleadz is the world's first inbound agency, helping organizations fully implement the inbound methodology throughout marketing, sales, and service to fuel sustainable business growth.

Our team of experts educate talent management professionals on how to integrate inbound with recruitment. Inbound recruiting reduces inefficiencies for talent management and helps attract great talent to your company.