

How social recruiting wins high-demand healthcare talent



VON Canada finds more qualified, credentialed candidates with CareerArc’s social recruiting

VON (Victorian Order of Nurses) is Canada’s longest-standing home and community health care charity, serving more than 10,000 people in Ontario and Nova Scotia every day. With 6,300 employees and 6,500 volunteers, VON delivers a wide range of vital health and wellness services, helping people remain healthy and at home for as long as possible. As valued and responsive health system partners at the heart of home and community care, VON is distinguished by its commitment to client care and its strong community roots and local engagement.

VON is growing rapidly, and like many healthcare organizations, it must expand under the pressure of an industry-wide talent shortage. To meet that challenge, VON needed to find more effective ways to acquire the talent they need today, as well as seek alternative candidate sources to prepare for the growing talent demands of tomorrow.

Challenges

- Difficulty in targeting and sourcing local, qualified nurses and personal support providers through existing recruitment channels
- Executing a comprehensive social recruiting effort with limited bandwidth and resources
- Legacy HR systems provided a limited view into the success of online recruitment efforts

Results

- CareerArc became VON’s primary social media source of hires for qualified, credentialed service providers
- Quality of hire, time to hire, and cost per hire improved under the close counsel of a dedicated CareerArc client success manager
- CareerArc platform provided immediate insight into campaign performance, proving ROI



CHALLENGES

How to find qualified, credentialed healthcare candidates

- von_jobs
- voncanada
- von-canada

VON succeeded in sourcing administrative, business, and operational roles through existing online channels—including job boards and LinkedIn. However, it struggled to find credentialed, qualified service providers—such as registered nurses and personal support caregivers—through these same networks.

VON sought new channels from which to pool these in-demand roles, as well as a new solution that could effectively target qualified candidates by location to attract the right candidates to a local VON operational site.

Jennifer Spry, Manager of Talent Acquisition at VON, leads a small, centralized recruitment team tasked to fill an average of 450 requisitions at a given time across more than 30 operational sites. Managing national recruiting campaigns across nearly five dozen operational sites presented several challenges.

Beyond stretching internal bandwidth, managing nationwide recruitment campaigns unearthed the unevenness of the labor market: VON operational sites located outside urban areas struggled for applicants among a scarce supply of local healthcare candidates.



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MANAGER OF TALENT ACQUISITION
VON CANADA

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SOLUTION

Maximum exposure,
minimal effort

To find qualified healthcare talent across a large territory, CareerArc aimed to expand both the breadth and depth of VON’s online reach through a social, geo-targeted approach. By scraping open jobs data straight from the VON career site, CareerArc’s social recruiting platform automated the distribution of jobs across social platforms—LinkedIn, Facebook, and Twitter—as well as through CareerArc’s large network of partner job engines and aggregators.



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“CareerArc’s partnership with other channels is a key piece,” said Spry. “CareerArc connects us to multiple platforms—from social networks to job aggregator sites—and adds the right links, hashtags, and relevant keywords to target the right candidates. Because everything posts and links on our behalf, our brand and our open jobs are getting amazing exposure with minimal effort.”

Premium service and
solution

Like all CareerArc clients, Spry and her team were equipped with the CareerArc’s social recruiting platform and a dedicated CareerArc client success manager (CSM) who provides counsel on campaign strategy, social media best practices, and program metrics. It was in CareerArc’s client care that Spry observed a defining difference.

“What really stands out to us is CareerArc’s responsiveness. Anytime we have a question, we know we can shoot an email to our CSM and get the response we need right away. Our CSM not only has a solid understanding of the technology, but can rely on the open communication with CareerArc’s technical team. The turnaround time on any technical question or request is remarkable, and the quality is unmatched.

“On top of that, we’ve had the same CSM since day one, and his deep knowledge of VON’s priorities and campaign history make for a very seamless partnership. We owe much of our success with this tool to CareerArc’s high level of service.”



RESULTS

Recruitment beyond job boards

“Before CareerArc, we had relied on job boards that simply weren’t delivering enough qualified candidates for hard-to-fill positions,” said Spry. “Our own LinkedIn efforts often returned international applicants who didn’t have the domestic healthcare credentials for our openings.



With CareerArc, we are seeing more qualified healthcare candidates, with the right credentials, from the right location looking for the right type of jobs. Our quality of hire, time to hire, and cost per hire all improved thanks to CareerArc’s solution and service.

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BOTTOM LINE

A stronger approach for the long term

VON Canada sensed the key to finding more qualified, credentialed healthcare candidates lay beyond the walls of major job boards. Partnering with CareerArc, VON launched a social, geo-targeted approach to their online recruiting efforts, bringing more qualified applicants to their door in less time than any other online channel.

About CareerArc

CareerArc is the only social recruiting platform designed for talent acquisition teams. We help the world’s largest, most exciting brands attract and hire top talent on social media.

For more information on how CareerArc can enhance your employer brand and extend your social reach, contact us to schedule a demo.

careerarc.com
hello@careerarc.com
[888 303 2526](tel:8883032526)

