

How one Health Services Dept increased applications for hard-to-fill roles by 30%.



AT

CHALLENGE ONE

Increasing their agency's brand awareness to prospective candidates

Like many public sector agencies, Linn County Department of Health Services has been experiencing an increase in job openings and a decrease in applicants. They needed to proactively educate candidates on why they are a great place to work.

30%
INCREASE
in applications for
hard-to-fill roles

OUTCOME

Increased brand awareness to thousands of candidates via email campaigns.

Sent automated email campaigns to public sector job seekers highlighting their low cost benefit plans, work-life balance, and sign-on bonuses. Experienced a **75% email open rate** and **25% click through rate** from prospective applicants.

Email Campaign Conversion

OPEN RATE
75%

CLICK THROUGH RATE
25%

CHALLENGE TWO

Unable to find candidates and get applicants for hard-to-fill roles.

They couldn't find candidates with the education and experience needed for their Mental Health Specialist positions.

OUTCOME

30% increase in the number of applicants for their hard-fill-roles.

The agency received **200 applicants** for their Mental Health Specialist positions after promoting the role via email campaigns.

"We have been able to discover new applicants for our hard-to-fill positions"

Terri McQueen, Contract & Recruitment Manager, Linn County Department of Health Services