

SOP Template: Candidate Sourcing and Attraction Strategies Implementation

This SOP details the process for **candidate sourcing and attraction strategies implementation**, encompassing the identification of sourcing channels, development of targeted recruitment campaigns, use of social media and job boards, employee referral programs, employer branding initiatives, and collaboration with recruitment agencies. The goal is to efficiently attract and engage qualified candidates to meet organizational hiring needs while enhancing the talent acquisition process.

1. Purpose

To outline a standardized approach for sourcing and attracting qualified candidates in alignment with organizational talent needs and employer branding objectives.

2. Scope

This SOP applies to all HR, talent acquisition, and recruitment team members engaged in candidate sourcing, attraction, and onboarding activities.

3. Responsibilities

- **Recruitment Team:** Execute sourcing strategies, maintain records, and report on metrics.
- **Hiring Managers:** Communicate hiring needs and participate in employer branding initiatives.
- **HR Leadership:** Approve sourcing budgets and oversee strategy effectiveness.

4. Process Steps

1. **Identify Sourcing Channels**
 - Analyze historical data and hiring needs to select relevant sourcing channels (e.g., job boards, social media, recruitment agencies, campus hiring, networking).
2. **Develop Targeted Recruitment Campaigns**
 - Create job descriptions tailored to intended audiences.
 - Craft messaging that aligns with employer branding and role requirements.
3. **Leverage Social Media & Job Boards**
 - Publish roles on selected platforms and optimize for visibility (LinkedIn, Indeed, niche boards).
 - Engage with potential candidates via direct outreach and content marketing.
4. **Implement Employee Referral Programs**
 - Communicate referral incentives to all staff.
 - Track and manage all referrals through the applicant tracking system (ATS).
5. **Employer Branding Initiatives**
 - Showcase company culture through social media, careers pages, and employee testimonials.
 - Participate in networking events, industry conferences, and community initiatives.
6. **Collaborate with Recruitment Agencies**
 - Share job specifications and organizational expectations.
 - Review and provide timely feedback on shortlisted candidates.
7. **Track & Review Metrics**
 - Monitor sourcing channel effectiveness, time-to-hire, and candidate quality.
 - Adjust sourcing strategies based on data analytics and market feedback.

5. Documentation & Records

- Maintain records of sourcing channels, job postings, outreach activities, and referrals through the ATS.
- Track campaign outcomes and recruitment analytics for continuous improvement.

6. Review & Continuous Improvement

- Quarterly review of sourcing effectiveness metrics.
- Solicit feedback from hiring managers and new hires to enhance sourcing strategies.
- Update this SOP as needed based on best practices and organizational needs.

7. Appendix

Sourcing Channel	Point of Contact	Notes
LinkedIn	Talent Acquisition Lead	Premium job slots available
Referral Program	HR Generalist	Quarterly bonuses for successful hires
Recruitment Agency	Agency Liaison	Exclusive contract for specialized roles