

Job Portal & Channel Strategy

Staffing & Recruitment

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a strategy to use job portals and sourcing channels efficiently — portal mix, database use, job-posting optimisation, response management and cost control. Use it to optimise spend and inflow. For sourcing overall use the Sourcing Strategy.

Purpose of this tool & output

Get the most from job portals and channels

How the output is used

Use it to get the most from job portals and channels — a job portal and channel strategy across sourcing ROI and reach.

Important cautions

Track cost-per-relevant-response and cost-per-hire by channel and cut low-yield spend — portals are expensive and easy to waste. Keep job posts honest and accurate. Respect portal terms and candidate data-protection norms when using databases.

Companion documents

- Staffing Marketing Plan
- Employer Branding Service Offer
- Agency Digital Presence
- LinkedIn Strategy
- Content Marketing Plan
- Referral Program Design

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.