

# Sourcing Strategy Template

## *How To Use This Sourcing Strategy Template*

The template provided is an example and is designed to be modified or edited to fit your organization's unique hiring needs. To use this template, please download the PDF and customize as you need.

## What Is a Sourcing Strategy Template?

A sourcing strategy is the process you have in place to find and engage potential candidates who have not yet applied for your job. Sourcing can also refer to the candidates you have on file who previously applied for a job but did not get hired, but might be the right candidate for another role.

A sourcing template includes:

1. A Job Analysis & Summary of Requirements
2. Planning the Right Candidate Sourcing Channels
3. Optimizing Your Current Recruitment Process
4. A Strong Employer Brand
5. Engagement With Potential Candidates
6. Performance Measurement & Continuous Improvement



## 1. Job Analysis & Requirements

This section covers the very basics of the role you are sourcing for. Please fill out the following and be as specific as possible.

<i>Job Title</i>	
<i>Department</i>	
<i>Hiring Manager</i>	
<i>Working Conditions</i>	<ul style="list-style-type: none"><li>● Standard 40-hour work weeks</li><li>● Exposure to standard noise levels in office</li></ul>
<i>Remote Available?</i>	<ul style="list-style-type: none"><li>● Hybrid preferred (3 days in office, 2 remote)</li></ul>
<i>Key Requirements</i>	<ul style="list-style-type: none"><li>● Master's Degree</li><li>● Lives/operates in eastern time zone</li><li>● 7-8 years leadership experience</li></ul>
<i>Required Certifications</i>	

## Compensation & Pay Ranges

Identify the expected compensation range for the role.

<i>Compensation Range</i>	
Maximum Range	\$135,000-\$160,000
Mid-Range	\$115,000-\$135,000
Minimum Range	\$100,000-\$115,000

<i>Other Compensation</i>	
Signing bonus	
Short-term incentive	
Annual bonus	10% of base pay, dependent on performance
Travel expenses	
Employee stock purchase plan (ESPP)	
Other	

## 2. Candidate Sourcing Channels

This section lists the main sourcing channels that have historically produced high-quality results and candidates.

<i>Internal Channels</i>	• Employee referral program
	• Internal job posting
	•
	•
	•

<i>External Channels</i>	• Indeed
	• Recruiting agency
	• Job fair
	•
	•

<i>Social Channels</i>	• LinkedIn
	• Instagram
	•
	•
	•



### 3. Recruitment Process Optimization

Pausing to review the effectiveness of your current process can improve your hiring outcomes.

Below, list the key steps your team takes during the recruitment process and identify the areas where you can optimize for better results. For example, you may need to rewrite job descriptions to be more inclusive to attract a wider range of talent or automate communications with candidates to keep them engaged.

	<i>Sourcing Step</i>	<i>Potential Pitfalls</i>	<i>Resolutions</i>
Step 1	Write the job description	Job description deters often marginalized candidates from applying	Work with an agency that specializes in DEIB best practices to help write inclusive descriptions
Step 2	Identify the sourcing channels and post the job		
Step 3	Check results after 1 week	Too long of a window may lead to bullseye candidate losing interest/finding another opportunity	Shorten the wait time and actively engage with candidates, early
Step 4	Manually review all submissions and applicants		
Step 5	Reach out to selected candidates for first interview		
Step 6	Conduct all interviews	Requiring too many interviews can discourage candidates	Hold fewer interviews or conduct them in a group format
Step 7	Make decision and extend offer		

## 4. Strong Employer Brand

Your employee brand can play a vital role in how candidates perceive the day-to-day ongoings at your company. In reviewing how current and past employees view your organization's workplace culture, training opportunities, benefits, and more, you can gain valuable insight into where you might refine company policies, improving hiring rates and employee retention.

<i>Social media presence</i>	
<i>Careers page</i>	
<i>Perks offered</i>	
<i>Reputation on training</i>	
<i>Organizational transparency</i>	
<i>Employee churn rate</i>	
<i>Average employee tenure</i>	
<i>Glassdoor/ employee reviews</i>	
<i>Compensation reputation</i>	

## 5. Engagement With Potential Candidates

Consistent engagement not only shows your candidates that you are interested, but it also demonstrates that you value their time and want to be transparent throughout the hiring process. Staying engaged also keeps your hiring manager on track as you reach every hiring checkpoint as seen below.

It's important to note that every touchpoint communication should be clear about timelines and when to expect next steps.

<i>Engagement Touchpoints</i>	
Application has been received	<input type="checkbox"/>
Application in review	<input type="checkbox"/>
Applicant not selected OR applicant selected for interview	<input type="checkbox"/>
Scheduling first interview	<input type="checkbox"/>
First interview reminder	<input type="checkbox"/>
First interview follow-up	<input type="checkbox"/>
Applicant not selected OR applicant moves forward to second interview	<input type="checkbox"/>
Scheduling second interview	<input type="checkbox"/>
Second interview reminder	<input type="checkbox"/>
Second interview follow-up	<input type="checkbox"/>
Applicant not selected OR applicant moves forward to final interview	<input type="checkbox"/>
Decision is made - all applicants are notified	<input type="checkbox"/>

## 6. Performance Measurement & Continuous Improvement

As you close out a search, seeking feedback from your candidates and hiring team can grant insight into what did and did not work. As you begin this process, select a few key metrics or KPIs to track such as the total number of applicants and offers accepted.

<i>Performance Measurements of Recruitment Metrics or KPIs</i>		
Time to Hire	Feedback From Candidates	Feedback From Hiring Team
<ul style="list-style-type: none"> <li>77 days</li> </ul>	<ul style="list-style-type: none"> <li>Recruiter didn't respond or follow up after interviews in a timely manner</li> </ul>	<ul style="list-style-type: none"> <li>Too many points of contact on our side. The candidate didn't know who to work with</li> </ul>

<i>Performance Measurements of Recruitment Metrics or KPIs</i>		
Job Description Efficacy	Feedback From Candidates	Feedback From Hiring Team
<ul style="list-style-type: none"> <li>Poor, only yielded 8 applicants</li> </ul>	<ul style="list-style-type: none"> <li>Language used in the job description wasn't inclusive enough</li> <li>They didn't explain the role in enough detail (left out things like pay range and who I would be working with)</li> </ul>	<ul style="list-style-type: none"> <li>Hiring team wants training on how to write more inclusive job descriptions</li> <li>Requests for meetings with department heads to learn more about the role</li> </ul>

<i>Additional Notes</i>