

Recruitment Content Playbook

Editorial framework for creating sector-specific recruitment content that attracts employers and candidates.

Content Pillars

1. **Employer Solutions** – Case studies, pricing guidance, onboarding process, retention stats.
2. **Candidate Success** – Interview prep, salary benchmarks, career progression stories.
3. **Industry Insights** – Market intelligence, hiring trends, skills gap analyses.
4. **Operations & Process** – ATS integrations, compliance, diversity commitments.

Template Library

Asset | Purpose | Notes

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Sector Landing Page | Win employer briefs | Include testimonials, process summary, CTA to discovery call

Talent Hub | Attract candidates | Feature role overviews, salary data, and application tips

Salary Guide | Capture leads | Offer downloadable PDF with regional benchmarks

Case Study | Build trust | Structure around challenge -> solution -> measurable outcome

LinkedIn Carousel | Amplify reach | Repurpose top insights with visual storytelling

Production Workflow

1. **Ideation** – Use search data, recruiter feedback, and sales objections to shape briefs.
2. **Drafting** – Pair SEO strategists with subject-matter recruiters for accurate detail.
3. **Compliance** – Confirm claims, approvals, privacy checks (especially for candidate data).
4. **Design & UX** – Ensure templates support clear CTAs and cross-linking.
5. **Distribution** – Plan SEO launch, LinkedIn promotion, email nurtures, and sales enablement handoff.

Internal Linking Blueprint

- Link sector landing pages to relevant talent hubs and case studies.
- Use job posts to promote evergreen guides and application resources.
- Spotlight enablement content (FAQs, discovery call prep) in employer nurture emails.

Measurement Framework

- Organic sessions segmented by employer vs. candidate intent.

- MQL volume per content cluster.
- Application start/complete rates from talent hubs.
- Sales cycle velocity for briefs influenced by content.

Enablement Tips

- Create Notion or Confluence workspace storing briefs, drafts, and final assets.
- Train consultants to reference key resources during intake calls.
- Refresh salary and market data quarterly.