

# The Strategic Sourcing Checklist for Recruiters



Finding effective candidate sourcing strategies is both challenging and rewarding. How do you know which channels are working? When should you stick with proven sources or explore new ones? And with technology evolving so quickly, how do you choose the right tools?

Strengthening your sourcing strategies is crucial to meeting these challenges. You need to tap into new talent pools, offer an excellent candidate experience, and save time on recruitment tasks. To help you do that, we put together the Strategic Sourcing Checklist for Recruiters.

Use this Checklist to apply the advice from our post, [7 Quick Tips to Strengthen Candidate Sourcing Strategies](#).

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## 1. Quality Over Quantity

- ☐ **Identify your ideal candidate:** Although you're unlikely to find your "purple squirrel," understand your ideal candidate so you can determine which traits are nice to have and which are must-haves.
- ☐ **Refine your job descriptions:** To attract a wide range of qualified candidates, write clear, specific job descriptions and include only the required skills and experience. Make sure to avoid biased and jargon-heavy language.
- ☐ **Screen for skills:** Use skills assessments or targeted screening questions to assess a candidate's real qualifications before formal interviews.

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## 2. Invest in Technology

- ☐ **Choose an AI-powered ATS:** Implement an [ATS with AI capabilities](#) to automate sourcing tasks like resume screening, candidate matching, and communication.
- ☐ **Engage with passive candidates:** Use the AI tools available in your ATS to create and send targeted email drip campaigns to your talent pools and engage candidates who aren't actively job searching.
- ☐ **Use your data:** Analyze the recruitment data from your ATS and use it to make decisions with confidence and optimize your sourcing strategies.

### 3. Track Your Stats

- ☐ **Monitor key metrics:** Use your ATS to track metrics like time-to-fill, cost-per-hire, and source-of-hire to assess sourcing effectiveness.
  - ☐ **Analyze drop-off rates:** Check where candidates are dropping out of the application process to identify problem areas and make changes.
  - ☐ **Set benchmarks:** Establish metrics goals to identify areas for improvement in your sourcing process and stay accountable.
  - ☐ **Track your success rate:** Compare the performance of different sourcing channels to understand which provides the best-quality candidates.
  - ☐ **Review time-to-engage:** Measure how quickly your team contacts candidates after sourcing to improve responsiveness.
  - ☐ **Compare passive vs. active candidates:** Evaluate the success rates of passive versus active candidates to optimize your sourcing focus.
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### 4. Ask Your Employees

- ☐ **Create or revamp your referral program:** Offer incentives to encourage employees to refer candidates. Make sure your employees are aware of the referral program with regular announcements and accessible resources.
  - ☐ **Gather employee feedback:** Survey your current employees to understand why they joined your company and what they like best about working there. Use that insight to improve your sourcing strategy.
  - ☐ **Conduct stay interviews:** Take employee feedback up a notch with stay interviews. Talk to your longest-tenured employees, as well as those who gave positive survey feedback.
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### 5. Follow Guidelines, Not Standards

- ☐ **Stay flexible:** Avoid rigid job requirements when you can, and focus on candidates' skills and potential to broaden your talent pool.
- ☐ **Experiment with different sourcing channels:** Try new platforms, events, or networking strategies beyond standard job boards to diversify your candidate sources.
- ☐ **Adapt and innovate:** Be ready and willing to adjust your sourcing strategies based on changing market conditions or feedback from candidates.

## 6. Create a Candidate Experience

- ☐ **Personalize candidate communication:** Reach out to candidates with personalized messages that address their specific skills and interests.
  - ☐ **Streamline the application process:** Make it easy for candidates to apply for positions with user-friendly applications. Ensure your career site is accessible on mobile devices, and offer text applications to attract more applicants.
  - ☐ **Give timely feedback:** Keep candidates informed of their status throughout the recruitment process. When candidates aren't selected after an interview, let them know why whenever possible.
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## 7. Know Your (Talent) Audience

- ☐ **Research ideal candidate demographics:** To appeal to your ideal candidate, you need to understand what they want in a job. Do your homework to learn the expectations, needs, and motivators of the talent you're targeting, such as salary, benefits, and work-life balance.
  - ☐ **Tailor job ads:** Write job descriptions and ads that resonate with your target audience to attract the right candidates.
  - ☐ **Use social media:** In addition to posting open roles and running job ads, use social media to share company culture and give prospective candidates a peek into what it's like to work there.
  - ☐ **Engage in relevant communities:** Participate in online groups or industry forums where your target candidates are active. Attend networking events, conferences, and other in-person events to connect with local talent.
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