

A Single-Day Hiring Event Fueled Territory Expansion

Background

Amada Senior Care in Jackson, Mississippi is part of a growing franchise, offering in-home senior care, senior housing advising, home monitoring, and servicing Long-Term Care (LTC) insurance claims across the country.

Challenge

Owner John Merrell's franchise location in Jackson is growing, and was opening up a new service territory to continue expanding his agency's reach. This left him with an immediate need for Caregivers to quickly staff the new cases he was bringing on. Recruiting in a new territory provides additional challenges, as brand awareness amongst Caregivers tends to be low.

“ The event had a great turn out and we were able to make 7 offers.

John Merrell

Owner

Solution

John turned to myCNAjobs to host an on-site Career Fair to make many hires in a single day. Working with a dedicated Account Strategist, they crafted an invitation to the hiring event highlighting the benefits of working for Amada. The myCNAjobs team promoted the event through multiple channels, getting in front of Caregivers Amada wasn't able to reach before. The myCNAjobs team was able to spread the word of Amada's growth to local Caregivers, creating positive brand awareness for the office in their new market. With myCNAjobs handling all sourcing for the Career Fair, John and his team didn't have to worry about calling dozens of Caregivers and worrying about interview no-shows. This saved their recruiting team valuable internal time and energy, allowing them to focus on maximizing hires during the event.


Result

John's franchise had a new team of Caregivers ready to serve clients for their expanded service territory.

 Attendees: 17

 Employment Offers: 7

 Attendees: 60

 Employment Offers: 9