



Checklist for a Successful Recruitment Process



Insights to Action is a suite of resources meant to help state and local public health agencies improve recruitment and retention by acting on their data from the Public Health Workforce Interests and Needs Survey (PH WINS). Find more tools like this at <http://debeaumont.org/programs/insights-to-action/>.

Potential candidates form their first impression of your organization through the recruitment process. This checklist will help you find high quality candidates and keep them interested every step of the way.

- ☐ Advertise on popular job platforms and networking sites
- ☐ Attend career fairs
- ☐ Create guides and hold webinars for prospective candidates to help them navigate the application process
- ☐ Use recruitment language that emphasizes the inherent strengths of public health careers
- ☐ Provide clarity in job postings about salary and required (vs. preferred) qualifications
- ☐ Remove qualifications that are not necessary for success in the role**
- ☐ Have a designated contact person who will respond within two business days
- ☐ Upgrade platforms that collect applications to be less onerous for employees, *or* start collecting resumes and cover letters over email
- ☐ Be organized and transparent with all candidates about the process, including what to expect and when

***Before doing this, be sure to check with your human resources representative to ensure that it will not impact the pay grade of the position.*

The Public Health Workforce Interests and Needs Survey (PH WINS), conducted in 2014, 2017, 2021, and 2024, supports the government public health workforce by measuring strengths and gaps to inform future investments in funding, training, recruitment, and retention.



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