



The Defense Talent Candidate Sourcing Strategy





**How We Drive
85,000+ Candidate
Visits / Mo to Your
Postings to Fill Jobs**

**Traffic from
Search Engines
33.33%**



**Our Search Engine Optimization (SEO)
Efforts Produce High Search Engine
Rankings for Key Industry / Job Terms**

**Traffic from
200+ Partner
Websites
33.33%**



**Defense Talent is Linked to 200+
Industry Websites that Refer Job
Seekers to our Job Board**

**Traffic from
Email Outreach
Campaigns
33.33%**



**Our Candidate Email Campaigns Reach
400,000+ Passive Candidates on a
Regular Basis on Behalf of Our Clients**



**Why 200+ Website Links
that Refer Visitors 24/7
= Good Recruiting**

Your Job Gets Candidate Visits from Our Links to These Websites



**Job Posting Integrators like
Indeed.com and SimplyHired.com**



**Industry Specific Blog Sites that
Discuss Employment Resources**



**Online National News Publications
like The Wall Street Journal**



**Job Board Rankings like The 100
Top Job Board Niches 2008**



**Online Industry Publications like
Government Security News**



**Internet Search Engine Directories
like Yahoo! Careers**



**Military Websites like the Army
Career and Alumni Program**



**Career Transitions Websites like
MilitarySpot.com**



What Is Recruit Assist™?

Passive Candidate Database



We have spent years building a passive candidate database of 400,000+ individuals with defense industry skills. Recruit Assist™ allows you to leverage this massive database to fill jobs

Email Marketing Program



Recruit Assist™ email campaigns target the passive candidates most likely qualified for your positions and directs them to your postings, website, career event, etc.

Effective Recruiting Method



Recruit Assist™ is proactive not reactive. Rather than hoping candidates find your jobs, Recruit Assist™ allows you to inform the right passive candidates about your jobs.



Methods of Using Recruit Assist™ to Attract Passive Candidates

Direct
Candidates to a
Job Posting



Recruit Assist™ Magnifies the Response Rate of Job Postings by Proactively Contacting Passive Candidates via Email

Direct
Candidates to
a Job Fair or
Event



Recruit Assist™ Magnifies Job Fair Attendance Through Effective Email Marketing of the Event

Direct
Candidates to
a Corporate Web
Site or Recruiter



Recruit Assist™ Drives Candidates to a Company Careers Page or Directly to a Recruiter Working on an Open Position



Breakdown of Passive Candidate Database

Estimate of Passive Candidates by Category

Systems Engineering	40,173	Missiles	14,876
Program Management	40,689	Database	18,290
Business Development	28,200	Avionics	7,136
Analysts	31,288	Logistics	10,358
Technicians	32,639	Software Engineering	13,064
Defense, DOD	24,262	Naval	17,088
Research	36,557	Financial	14,888
Test Engineers	16,002	Warfare	6,267
Security	37,701	Modeling/Simulation	7,834
Intelligence	16,959	Weapon Systems	8,840
Other Engineers	152,679	Electronics Engineers	14,209
Aircraft	24,543	Supply Chain	2,269

Note: Some passive candidates are in more than one category

Note: A high percentage of passive candidates hold active security clearances



Sample Client List

Boeing

Northrop Grumman

Idaho National Lab

American Institutes of Research

General Dynamics

IIT Industries

L-3 Communications

Rockwell Collins

Titan Corporation

Sierra Nevada Corporation

University of Maryland

Lockheed Martin

BAE Systems

AT&T

Tech Expo

Global Research Partnership

Institute for Defense Analysis

Johns Hopkins Applied Physics



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