

CASE STUDY

RECRUITMENT: EMPLOYER BRAND ACCELERATION



CONTEXT

As St. Elizabeth Healthcare grew rapidly, recruiting and hiring talent became increasingly difficult. Recruitment marketing was fragmented and reactive, relying on generic tactics with minimal differentiation by role, specialty, or audience. HR lacked scalable creative tools and assets to compete for hard-to-fill positions, and the challenge was to modernize recruitment within the operational realities of healthcare hiring, budgets, and urgent staffing needs.

ACTION

I established a workforce-first recruitment model that positioned HR as a strategic brand partner rather than an internal service function. Working with HR Business Partners, I moved recruitment from generic job postings to role-specific campaigns and advertising guided by joint strategy and marketing plans. I developed role-specific campaigns for hard-to-fill clinical and specialty roles, produced recruitment video content featuring real associates and authentic work environments, designed and executed branded career fairs as immersive recruitment experiences, and built a scalable recruitment asset library and template system for faster, more consistent execution.

KEY DECISIONS

Why role-specific campaigns over one generic employer-brand push?

Because hard-to-fill clinical roles compete on different terms than general staffing, and a single message couldn't do both jobs.

RESULT

Established a consistent, always-on employer brand presence across print, digital, advertising, and event environments under the #STEproud platform, expanded retention and engagement through recognition programs and internal communications, and supported the hiring of 1,300+ associates system-wide through targeted, multi-channel creative.

2016 ICARE Award, St. Elizabeth Healthcare. Recognized for co-creating #STEproud, the employer brand platform that grew into a systemwide cultural touchpoint used across marketing, recruitment, and community events.