



Inviting Candidates to Apply

Recruitment and hiring efforts can be broad and far-reaching. A strategy to consider in your recruitment and hiring efforts is strategically and intentionally reaching out to potential candidates and inviting them to discuss and apply to an open position. When you hold space to discuss a position and invite a candidate to apply, you create a personalized, engaging experience that allows a candidate to learn more about a position, ask questions, and feel supported in potentially applying for a position. This intentional connection creates an entry point for an ongoing relationship with potential candidates for current and future job openings.

Inviting a candidate to discuss and apply for an open position does not guarantee an interview or a job offer.

How to invite candidates to discuss or apply for a position

Consider the following when inviting a candidate to discuss and/or apply for an open position:

- Develop an invitation or communication that is personal, authentic, and honest
 - Address the potential candidate by their first name. Be sure to spell it correctly.
 - Put your division/department name in the subject line of the email. Avoid acronyms.
- Introduce yourself and provide context regarding why you are reaching out
- Share how you think the candidate could contribute to your division or department
- Highlight how your division or department values diversity, equity, and inclusion
- Describe why you think this is a good opportunity for the candidate and how their interests and skills align
- Offer time to speak to the candidate so they can learn more about the position
- Close the message with a call to action

Sample Template

Hi [first name],

My name is [insert name] and I work in [division/department] at UW-Madison. I saw that you have experience/interest in [industry] and wanted to reach out to invite you to apply to our open position.

In this position, you will [provide a high-level overview and how the position correlates to their experience or interests].

Here are a few additional details:

- [pay and total compensation/benefits]
- [in person location/remote/hybrid]
- [recruitment process overview]
- [timeline]

Our division/department [describe how your division/department is committed to diversity, equity, and inclusion – include what and how] You can learn more about us here!

- [division/department website]
- [division/department social media]

For further details, click the link to the job posting below. I am happy to meet and answer any questions about the position before the application deadline on [deadline date/time].

[insert link from jobs.wisc.edu]

