

# 3 Ways to Retain Your Best Employees with Internal Mobility

Learn how internal mobility extends your recruitment marketing efforts to engage and retain your top employees.

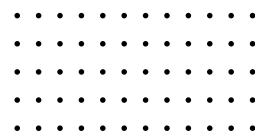
**TALEMETRY**  
BY JOBVITE



## New — and Missed — Opportunities in Internal Mobility

[Recruitment marketing has been a hot topic in the talent world for a while now.](#) And it should be! The idea of recruiters and hiring managers thinking like marketers and using the latest technology to find new candidates, attract them, engage them, and hire them has revolutionized the way the world finds and fills open positions.

But now that many organizations are embracing and implementing recruitment marketing tools and strategies into their candidate experience, some are starting to see the magic that happens when they apply these same recruiting marketing principles to not only retain their best employees, but also encourage these employees to apply to different internal roles.



## Many Companies are Leaving Their Best Players on the Bench

So how important is retaining and moving current employees from role to role, or internal mobility, as it's called in the talent world?

Recent data shows that organizations are beginning to recognize the importance of adding internal mobility to their recruitment marketing approach.

In Deloitte's 2019 Global Human Capital Trends survey, based on responses of nearly 10,000 individuals representing 119 countries, 76% rated internal talent mobility as important to their talent strategy, and 20% ranked it among their organization's three most urgent issues. Yet, among survey respondents, 46% reported that managers resist internal mobility.

**76%**

rated internal  
talent mobility as  
important to their  
talent strategy

**20%**

ranked it among  
their organization's  
three most urgent  
issues

**46%**

reported that  
managers resist  
internal mobility

“

***It's less  
expensive  
to hire an  
internal  
employee.***

### **What are the Benefits of Internal Mobility?**

One of the biggest benefits of a strong internal mobility strategy is the reason why many talent leaders are beginning to prioritize it in their businesses. [It turns out that happy employees are 12% more productive than their unfulfilled counterparts](#), which shows how making new opportunities and new challenges available to your current employees is vital to the health and growth of your team and overall company.

Internal mobility also saves time and money. According to [AIHR Digital](#), it's less expensive to hire an internal employee, and hiring internally also means you need fewer resources to hire, onboard, and train new employees.



### 3 Ways Internal Mobility Extends the Power of Recruitment Marketing

The benefits of internal mobility are unmistakable, but how exactly is it tied to recruitment marketing? Well, it's another channel of recruitment marketing. The same core principles of building personas, developing targeted audiences, and creating personalized content still apply — you're just gearing it towards your current employees, a known audience with whom you already have a relationship, rather than candidates. Here are three areas of recruitment marketing that you should apply to the practice of retaining and placing your existing workforce:

#### *1) Take your employee branding to the next level.*

The growth of internal mobility as a formal strategy (as opposed to an accidental outcome) has seen growing importance in understanding and framing the employer brand — the foundation of every recruitment marketing approach.

Your employer branding must continue to be communicated to your existing employees. You could even consider including a commitment to internal mobility into your [employee value proposition or EVP](#).

Involve managers in the task of identifying and speaking to current employees about open positions and consider dedicating a portion of your company's internal communication system to announce open roles. And, of course, this gives you yet another opportunity to further promote your employer brand, even to those who have been at your company for a while. A good reminder that, though the market is full of new opportunities, the grass isn't always greener on the other side.

Need help to develop your employee brand?

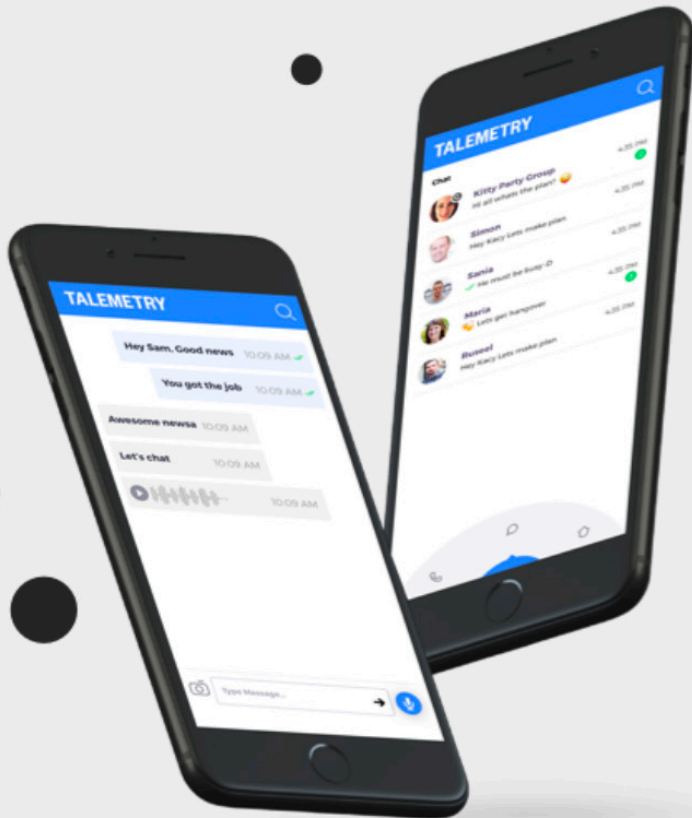
**Learn more about Talemetry's EVOLVE Framework**

## 2) Build a better internal candidate experience and application process.

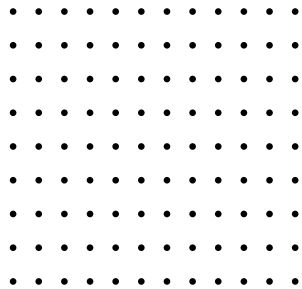
We've spoken to organizations that told us that employees can apply for any advertised role at any time via the career site and ATS, in the same way as they would if they were an external candidate. And yet, less than 10% of employees sign up for or visit the career site, meaning many opportunities go unnoticed by suitable internal candidates.

In terms of candidate experience, it is easy to understand the frustration caused by having to upload details about your current employer and job — only to provide them to your current employer. Current employees expressing an interest in internal roles expect a smooth passage to explore the opportunity in the same way a potential candidate would. Our research found that what employees want from their employers is timely feedback and a candidate experience that matched what first attracted current employees to their present roles.

**Discover how Talemtry helps organizations build personalized employee experiences**





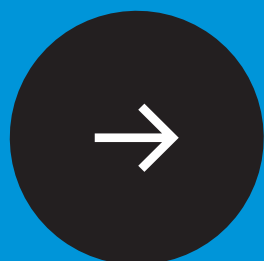


### ***3) Use AI and Machine Learning to Identify At-Risk Employees.***

“At-Risk” sounds so serious! All we mean is that there comes a time where employees are apt to become a flight risk. For instance, modern workers are changing jobs every 3-4 years on average, and there are some entry-level and sales positions that employees grow out of after a year or two.

By harnessing the power of AI and machine learning, you can use data to flag these employees who could be considering leaving your company, send an auto-message to hiring managers, and even send a text or email to those employees identifying an open internal role they qualify for.

Of course, AI and machine learning are mere tools. The success of internal mobility depends largely on hiring teams working together to communicate and promote open positions during weekly check-ins and yearly reviews.



***Modern workers are changing jobs every 3-4 years on average.***





## Never Lose Another Star Employee Again

Internal mobility works best as a function of talent acquisition, in organizations that have worked on removing the politics associated with making employees aware of opportunities and future career paths, house current employee data within the recruiting system, have active profiles on every employee and their status and match every opportunity with every employee before taking any other action. When a commitment to this strategy is taken seriously, internal mobility extends the power of recruitment marketing efforts and has a positive impact on the key areas of retention, attraction, and engagement.

Ask us how you can add internal mobility to your recruitment marketing strategy today!

[REQUEST A DEMO](#)

# TALEMETRY

## BY JOBVITE

### About Talemtery

Talemtery, a Jobvite brand, is Recruitment Marketing Results. Simplified.™ We combine our enterprise-grade Talemtery® recruitment marketing platform with tools, training and support to make recruitment organizations and professionals successful. Talemtery gets the right people to apply for the right jobs by delivering results-based attraction strategies and extending reach for talent. Our solutions optimize operations, drive ROI and deliver client success. Finally, a recruitment marketing platform powerful enough to deliver results, and easy enough to leverage across enterprise organizations.