

Recruitment Ready: Turning Career Guidance Into Candidate Confidence

Forethought Marketing helps organizations achieve extraordinary results by aligning brand with authenticity. Anchored by our MAGIC Sessions®, we combine precision marketing and strategic communication to create content that informs, engages, and moves audiences toward action.

For Memorial Healthcare System, alignment became action through a recruitment-focused video series designed to support physicians at key moments in the career journey, from building a stronger CV to writing a compelling cover letter and evaluating multiple job offers.

Client Background

Memorial Healthcare System is one of the largest public healthcare systems in the nation, recognized for exceptional patient- and family-centered care.

As physician recruitment becomes increasingly competitive, candidates need more than open positions. They need practical guidance, a clear understanding of the hiring process, and confidence as they consider their next professional move.

01 The Challenge

- Physician and provider candidates often face high-stakes decisions with limited, **easy-to-digest guidance**.
- Memorial's Recruitment department needed educational content that could provide **value** before, during, and after candidate outreach.
- There was a need for a branded way to **engage prospective physicians** while reinforcing its role as a supportive, candidate-centered organization.

02 Our Approach

- Developed a series of **animated recruitment outreach videos** focused on timely, practical topics for physician candidates.
- Used clear scripting, approachable visuals, and Memorial-branded design elements to make complex career guidance feel **simple, useful, and engaging**.
- Designed the videos as flexible recruitment tools that could **support** outreach, **nurture** candidate relationships, and **strengthen** Memorial's employer brand.

03 The Impact

- Candidates received useful guidance that positioned Memorial as a **helpful partner**, not just a prospective employer.
- The campaign created a more **engaging** way to educate, support, and stay connected with physicians throughout the recruitment journey.



Video QR codes

COVER LETTER DO'S AND DON'TS



HOW TO CREATE A CV



MULTIPLE JOB OFFERS

