

RECRUITING SOLUTIONS

REYES COCA-COLA BOTTLING

PLAYBOOK



UPDATED FEBRUARY 2023

Introduction

People are our greatest asset at Reyes Coca-Cola Bottling, which makes finding and retaining talent a top priority. Your success as a recruiter is linked directly to your ability to hire great people who fit our company.

In today's war for talent, candidates have more leverage than ever when it comes to choosing their next employer. Therefore, the recruiting process has become less about us choosing talent and more about talent choosing Reyes Coca-Cola Bottling. In a candidate's marketplace, top talent can easily access information and alternative paths to explore job opportunities. They benefit in their job searches due to fierce competition for skilled hires. Add in the gig economy and the rise of Early Talent, and it's clear that the workforce is rewriting the rules of employment.

These changes require a new approach to recruiting, as well as revisiting the fundamentals of the resources and tools available for talent acquisition. This playbook will serve as a guide to help you navigate the candidate journey alongside top talent, and, building and nurturing relationships. Let's get started!

REYES *Coca-Cola* BOTTLING



Contents

The Stages of the Candidate Journey

01 Discovery

Employer Value Proposition	7
How to Enhance Your LinkedIn Profile	11
Using Symphony Talent	13
Traditional Media Options	15
Contingent Search Firm Guidelines	20
Hiring Manger Intake Meeting	22

02 Attraction

Three Key Truths	25
Social Job Sharing	28

03 Engagement

Key Talking Points	33
Helpful Tips	35

04 Accelerate

Enterprise HR Hub – Talent Acquisition Menu	47
Conclusion	49

The Stages of the Candidate Journey

Talent moves at its own pace. Some candidates learn about an organization quickly, develop an affinity after one interaction, and apply to an open job within weeks. Others wait for months or even years before considering a career move.

By creating a roadmap, you can help move candidates through their journeys faster. By staying visible, nurturing relationships, and using insights from the Enterprise HR- Talent Acquisition Hub to identify talent most likely to consider Reyes Coca-Cola Bottling as their next employer of choice, you have a better chance of guiding candidates to their destinations faster and more efficiently.



Discovery

"I wonder what Reyes Coca-Cola Bottling is all about..."
The candidate is open to new opportunities and beginning to discover what makes RCCB unique.

Attraction

"There's something about Reyes Coca-Cola Bottling that stands out..."
The candidate is forming opinions and associations with RCCB.

Engagement

"I can see growing my career with Reyes Coca-Cola Bottling."
Engage employees, fueling your talent brand and referral efforts.

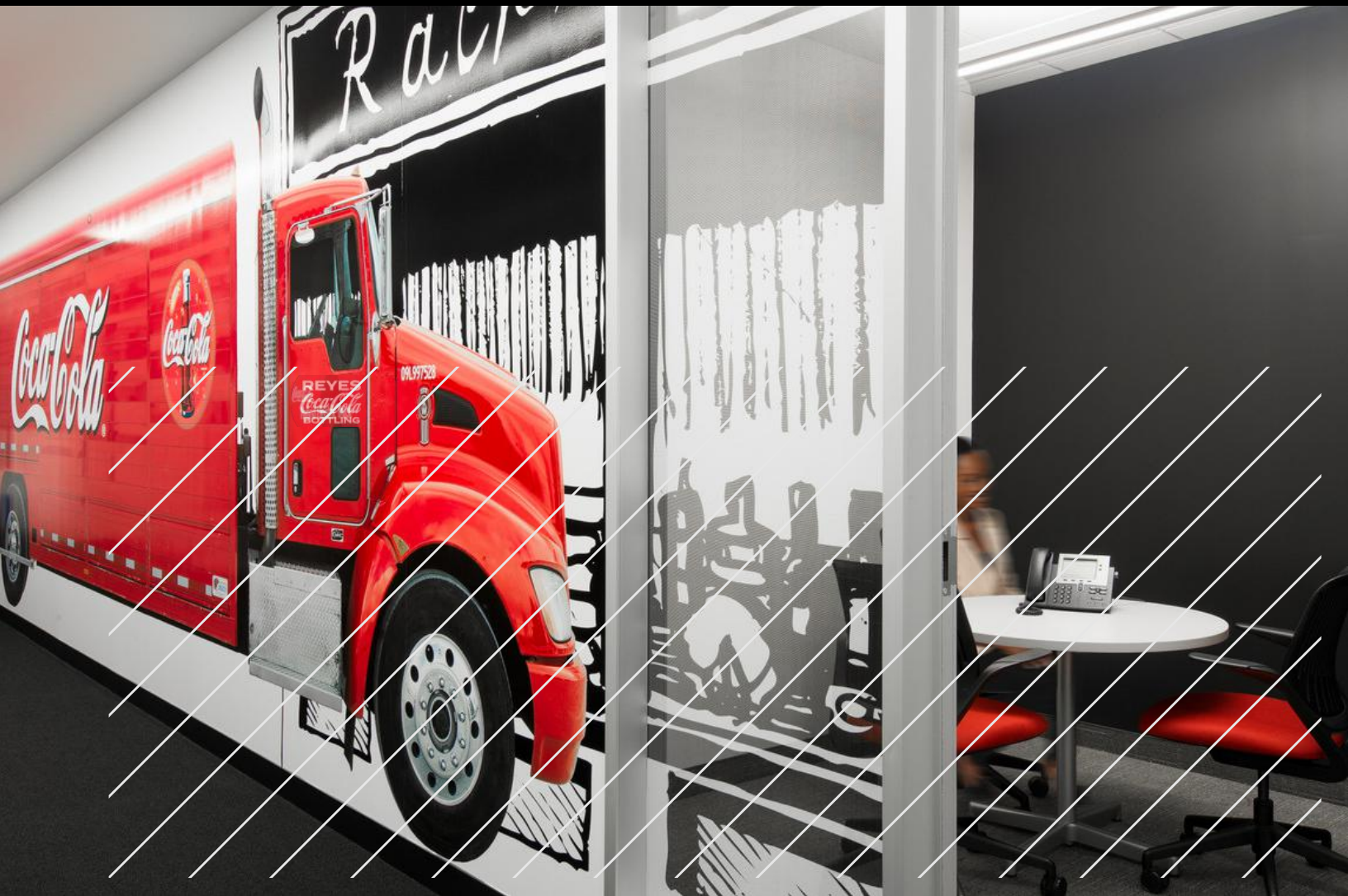
Accelerate

"I think I could like working at Reyes Coca-Cola Bottling..."
The candidate has decided to spend time and energy to apply to an open role and/or join our Talent Community.

01

DISCOVERY

Before candidates can picture RCCB as their next employer, they need to learn more about you and RCCB, which begins with building trust and affinity with a strong Employer Value Proposition (EVP).



Employee Value Proposition (EVP)

An effective strategy needs a solid foundation. **'Driven by excellence, dedicated to people'** is our united rallying cry—it articulates the distinct value that the Reyes Family of Businesses delivers to current and prospective employees. It helps us attract top talent, tailor their recruitment experience, and ensure the best fit for candidates. Our rallying cry defines our employees' experience. It's critical that we continuously:

- Attract and hire the right candidates for the role—and for our unique culture (“fit”)
- Shape employees' work experience, both personally and professionally
- Remind employees why the Reyes Family of Businesses is one of the best environments to nurture a successful career

Key Communication Pillars

- **We do the right thing because it's what's right.** At RCCB, we expect all of our employees to act honorably at all times and commit ourselves to upholding the highest standards of honesty and accountability at all levels of the organization.
- **Your growth means our growth.** We reward and recognize hard work. RCCB is a place where you can see your ideas become reality, and explore a career aligned to your goals.
- **To be the best, we expect the best.** You're connected to a world-class network and resources, and will join top talent who are committed to our customers and give 100% every day.
- **We are stronger together.** We believe in supporting one another to achieve our goals. Valuing the strengths of every individual on our team and investing in their development to achieve the broader goals of the organization is not only attainable – it's what we are known for.

The Freedom to Perform

At RCCB, our EVP is all about integrity, teamwork, excellence, and growth.

We provide our employees with freedom: the freedom to act, grow, and pursue and develop professional interests. That's what leads to innovation. We empower our employees to contribute and act with a work experience that maximizes personal performance. Career paths are built around employee interests, and we are a high-growth company with access to the best resources. RCCB encourages creative thinkers to thrive in our entrepreneurially-spirited environment. Our employees receive credit for their contributions, rewards for risk taking, and the freedom to operate, receive mentorship, and become their best selves. We see the very ideas that employees are passionate about become reality.

Learn More: Our EVP [🔗](#)



Our Messaging Framework

How EVP connects to Our Purpose and Our Vision

RCCB Purpose Statement	Partner with the best brands in the world to refresh our local communities.
RCCB Brand Mission Main Message	Strengthen people capabilities to drive accelerated, industry-leading growth.
RCCB Brand Vision Main Message	Be the leader in the beverage business by delivering unmatched value to our employees, customers and local communities.
RCCB Brand Vision & Operating Principle	Our vision to be the leader in the beverage business by delivering unmatched value to our employees, customers and local communities starts with our people. We want to hire and retain an inclusive group of hardworking, passionate people who come to work each and every day and give us their best.
RCCB Values Message	People & Safety, Relationships, Integrity, Dedication, and Excellence (PRIDE).

OUR Strategic Pillars



Unlock the full potential of our people

Create a winning culture where everyone has the opportunity to grow and prosper



Make a positive impact in our communities

Act in ways to create a more sustainable and better shared environment



Win in every market

Provide a leading brand portfolio and deliver unmatched value for customers and consumers



Deliver operational excellence

Drive growth through best-in-class execution with safety as our foundation



Invest in transformational growth

Propel our business forward through technological enhancements



Key Facts About Our Company

- Reyes Holdings was founded in 1976 by brothers Chris and Jude Reyes with a small Schlitz beer distributorship in Spartanburg, South Carolina.
- Privately held, family owned and operated.
- Today, Forbes ranked Reyes Holdings as the 6th largest privately held company in the world.
- Reyes Coca-Cola businesses make up the second-largest US bottler of Coca-Cola, responsible for 17.5% of the brand's US bottle and can volume.
- We operate numerous facilities in California, Illinois, Kentucky, Michigan, Minnesota, Nevada, Tennessee, and Wisconsin – manufacturing and delivering Coca-Cola products to restaurants, sporting venues, businesses, healthcare facilities, schools, convenience stores and supermarkets.
- Annually, we attend, host and sponsor a number of community, environmental and educational programs, donating our time, grants and basic needs.

Company Wins & News

[RH Newsroom](#)

[RFB Announcements](#)

Our Products

Led by Coca-Cola, one of the worlds most recognizable brands and the biggest-selling soft drink in history, our portfolio of sparkling, still, water, energy and coffee brands will refresh anyone's thirst.

[Our Brands](#)

West Coast & Midwest Coca-Cola bottler and distributor

+ 105k Accounts

+334M Case Volume

+12k Employees

How to Enhance Your LinkedIn Profile

A former colleague could be your next great recruit: 50% of professionals discover new opportunities from friends and family.

We encourage RCCB employees to share why they love working at RCCB to increase our reach, so don't be shy. Make yourself and your connection to RCCB known. Your personal brand matters because you're a representative of our company, so let's start with you. Visiting profiles is the top activity on LinkedIn, which means your profile is often the first thing candidates see when they want to learn more about RCCB.

Profile Summary

Add keywords to your profile so you'll be found in searches. Write your summary in first person to keep it human. Include your contact information so people outside your network can reach you. Enrich your profile with media to make it stand out more.

Maria Lane
Chief Human Resources Officer at Reyes Coca-Cola Bottling
Orange County, California, United States · 500+ connections

About
Dynamic and influential leader with a demonstrated track record of exceptional results in building people capability, and delivering exceptional business results. Proven reputation for being a strong business partner, developer of talented and highly engaged associates, and a powerful change agent for improving organizational effectiveness and building winning teams. Highly effective in collaborating and connecting with associates at all levels of the organization

Specialties: Certificate in Alternative Dispute Resolution from University of California, Irvine

Activity
1,381 followers

Maria Lane reshared a post · 2w

Following

Followers

The number of people that chose to receive updates when you share content.

Posts

Update your profile 2x a week with relevant and engaging content. You can even re-share content. This is the best way to share with your connections what you find interesting and promote what you're doing

Jeff's Activity

All activity | Articles | **Posts** | Documents

Jeff Weiner • Following
Executive Chairman at LinkedIn / Founding Partner Next Play Ventures
3w • Edited •

As CEO and Chief Community Builder of the **Boys & Girls Clubs of the Peninsula**, **Peter Fortenbaugh** has been a leader and true innovator in leveling the playing field for youth in underrepresented communities. Here he shares the lessons he's learned over a two decade career with other leaders from the **Boys & Girls Clubs of America**.

Summary

A snapshot of your journey, goals, and specialties. The summary is a more personal overview of your career.

About

Jeff Weiner is the executive chairman of LinkedIn, where he continues to help LinkedIn realize its vision of creating economic opportunity for every member of the global workforce through mentorship, coaching and advising current leadership.

Prior to becoming executive chairman in June 2020, Jeff was the CEO of LinkedIn. During his 11-year tenure, LinkedIn grew its membership base from ...see more

Experience

Be precise in your past and current roles, don't be afraid to use detail. Speak directly to your target audience and make it relevant to their needs.

Experience

LinkedIn
13 yrs 8 mos

Executive Chairman
Jun 2020 - Present • 2 yrs 2 mos

Help LinkedIn realize its vision of creating economic opportunity for every member of the global workforce. Continue to mentor and coach the leadership team, and advise on key strategic initiatives.

CEO
Dec 2008 - Jun 2020 • 11 yrs 7 mos

Over 11 year tenure as CEO, LinkedIn grew its membership base from 33M to more than 690M, increased its revenue from \$78M to \$7.9B and expanded the team from 338 employees to over 16,000.

Endorsements

Try to get endorsed for skills relevant to your sector to help improve your LinkedIn search ranking.

Skills

Leadership
Endorsed by Ambassador Shabazz and 13 others who are highly skilled at this
Endorsed by 146 colleagues at LinkedIn
99+ endorsements

Entrepreneurship
Endorsed by Dharmesh Shah and 23 others who are highly skilled at this
Endorsed by 47 colleagues at LinkedIn
99+ endorsements

Strategy
Endorsed by Daniel Shapiro and 43 others who are highly skilled at this
Endorsed by 82 colleagues at LinkedIn
99+ endorsements

Show all 26 skills →

Groups

You can join up to 50 groups on LinkedIn, doing so will improve your visibility and allow you to search for and contact any group members – just keep them relevant to your industry.

Interests

Influencers | Companies | **Groups** | Schools

Figma Product Community
15,467 members

BGCP Professional Networking Community
174 members

Show all 8 groups →

Influencers, Schools & Companies

Following them gives you a useful way to keep up with news and trends relevant to the industry and that matter to you. You can learn from their ideas and get useful insights. Considering so few gain this status, they're the cream of the crop.

Interests

Influencers | Companies | Groups | Schools

Lucy P. Marcus • 3rd
Non-Exec Board Director • columnist • Professor
1,091,255 followers
+ Follow

Mary Barra • 3rd
Chair and Chief Executive Officer at General Motors
1,275,338 followers
+ Follow

Show all 99 influencers →

Matching the Right Candidate with the Right Opportunity Using Symphony Talent

By now, candidates know about the RCCB brand and are interested in our company. This familiarity makes it easier to determine whether it is a good fit and motivate the candidate to apply.

On average candidates use 12-18 touchpoints before deciding to apply. Candidates may need to see our media campaigns several times before they act .

What is SmashFlyX?

SmashFlyX combines CRM, career site, and programmatic advertising for the most complete recruitment marketing and campaigning capabilities. SmashFlyX is comprised of M-Cloud Programmatic and SmartPost Job Distribution.



M-Cloud Programmatic: is our holistic approach to solving your recruitment outreach challenges utilizing artificial intelligence. It guides smarter media buying through artificial intelligence, automatically calibrating media spend to sites that provide you with the best fit and highest quality of candidates. There is no cost to this feature, budget is already set up in the system.

Pay-Per-Click (PPC)

Advertisements for open positions can be posted on job board websites. Indeed is the most well-known PPC option. Indeed scrapes all our openings as “organic” listings at no cost. The M-Cloud technology allows us to sponsor jobs on Indeed and other PPC options by bidding/competing with other organizations sponsoring jobs to be delivered as a top search result.

Banners Ads

M-Cloud posts banner ads through purchased advertising networks. Banner ads may be shown on thousands of websites that are relevant to your targeted needs such as geographic location, industry, profession, language and other demographics. The technology looks at the targeting and dynamically bids based on that to deliver our banner ad to the most relevant and qualified people on the websites they are visiting.



Google AdWords

These are text-based ads that are highlighted at the top of your Google search results. Like PPC and Banner Ads, these ads work on a bidding system that takes place in real time as people search Google. This type of promotion is used to try and catch targeted people who are actively searching for relevant information like our company, job roles, etc.



Ad · <https://jobs.reyesholdings.com/> ·
Reyes Coca-Cola Bottling - Great Place to Work Certified
Pre-loaded trucks and accurate orders. One refreshing delivery after another. Search **Jobs**.
Check **Job** Locations. View **Job** Category. Highlights: Chat Option Available, Employee Job Search Option Available.

Smart Post Job Distribution allows recruiters to directly post jobs to any recommended sites in the SmartPost library as well as contract buys. Some sites are free to post to, and some are additional spend. SmartPost offers over **8,000+ job boards** including:

- Paid Sites: Craigslist, Findatruckjob.com
- Free Sites (automatically posted): Juju.com, job.com, oodle.com, America’s Job Exchange, Theladders.com, Trovit.com, JobRapido.com
- Contracted Sites: LinkedIn (exempt roles)
- Niche Sites: Diversity & Industry

Traditional Media Options

Cost Varies and is determined by Symphony Talent vendor. Traditional media options include, Radio Ads, Newspaper ads, digital billboards & Static Billboards, geofencing, truck decals, and hiring events!

Traditional Media

Radio Ad

Cost: Variable

Local DJ makes a shoutout or a :30s/:60s ad can be customized.

Newspaper Ad

Cost: Variable

Post on a local newspaper ad printed/online, vendor will create ad and present options for final approval.

Digital Billboard

Cost: Variable

Digital Billboards offer a shorter go-live time (1 to 4 weeks) and usually have 8 advertisers rotating on the board, each displayed for 8 seconds.

Static Billboards are longer term buys (6 to 12 months).

Voice Drop

Cost: Variable

A custom 30–40 second message is delivered directly into drivers' voicemails. Interested drivers will return calls within 24–48 hours to connect with a recruiter.

[Sample Voice Drop script](#)

Indeed Easy Apply

Cost: Variable

Indeed Easy Apply makes it easier for Indeed users to apply to your job postings, which leads to more completed applications for your Opportunities. Job seekers can submit their application directly from Indeed, instead of leaving Indeed to apply on your external job board.

Check out this [Indeed Easy apply Training Deck!](#)

Geofencing

Cost: \$1,000 is suggested budget depending on number of hires needed

Allows you to target ads to people based on location. Supply the addresses of competitors or truck stops and a virtual boundary is set around the location offering the opportunity for ads to be served to them via a web browser or app. We currently have approved display/banner ads built to align with the major job categories by BU (I.E. Drivers, Merchandisers, Warehouse, etc.).



Truck Decals

Cost: Variable

Decals vary in size, quantity and look. Increases branding exposure using our fleet and links candidates to an Olivia capture and/or schedule conversation.

Olivia conversations are customizable. To maximize lead generation, consider linking conversations for all the following high-volume positions:

- Class A Driver
- Warehouse Worker
- Merchandiser



Hiring Events

Mini Job Fair

Cost: Free!

Mini Hiring Events are on-site events that take place at the facility. They work in two ways: Increasing the number of interviews conducted in a short amount of time and quickly scheduling qualified applicants with hiring managers. Mini hiring events are best for positions that have multiple openings.

Recruiters work to drive talent to the event through launched media campaigns. Recruiters use the database of candidates found in our ATS to mass communicate with applicants and schedule onsite interviews during the event time block. The best part, candidates can receive offers on the spot!

The folder **Mini Hiring Events** contains great sample mass email templates for your next event! Here is a guide to help you create your own template: **Reaching Out to Hiring Event Leads**

Career Now Brands Job Fair

Cost: Tiered (Option 1: \$2,500, Option 2: \$3,500, Option 3 \$5,000)

Career Now Brands leverage's their flagship platforms - CDL Jobs Now and WarehouseGig to create advertised hiring events on these platforms. They aim to amplify the impact of your hiring events and capture CDL holders through geo-targeted messaging to increase attendance. This is a great resource if you are looking to boost your CDL Driver pool of candidates, or front line warehouse worker, merchandising, or skilled trades pool. The event is advertised through their platforms which candidates RSVP to and then interview on site on the day of the event!

Here is what each option includes:

	Event RSVP Page	Event Reminders	Google Sheet with RSVP list	Facebook post directing candidates to event Campaign	Email blast to relevant audiences in database promoting the event
Option 1	x	x	x		
Option 2	x	x	x	x	
Option 3	x	x	x	x	x

Indeed Job Fair (on-site or virtual)

Cost: variable based on location, targeted size of event, and role

Leverage the worlds largest hiring platform to quickly get interviews with candidates. Indeed creates a media campaign advertising your hiring event on their website. Here is a sample of what that would look like from a candidate view:

REYES Coca-Cola BOTTLING

In person hiring event for Merchandisers to join our team

Reyes Coca Cola Bottling - Caledonia, MI

Interviewing for:

Merchandiser
\$18.15 / hour, Full-time

We will be hiring for the following location(s)

- Reyes Coca Cola Bottling (on-site), 6909 Rapids Dr SE, Caledonia, MI 49316 US

What to bring to this event

- Resume, if possible

What to wear

Casual (come as you are, but please be presentable)

About Reyes Coca Cola Bottling

Reyes Coca-Cola Bottling is a proud West Coast and Midwest bottler and distributor of Coca-Cola brands. We deliver Coca-Cola products to restaurants, sporting venues, businesses, healthcare facilities, schools, convenience stores and supermarkets. We work with iconic brands and exceptional people – because you can't have one without the other.

RCCB: Day in Life of a Truck Driver

Event Perks

- Offers made on the spot

What is a Hiring Event?

Think of it like a job fair, but for one company and more personal. Hiring events are a great way for employers to fill multiple roles quickly. Hiring is a human process, and they would like to meet you to see if you're a fit!

This is a sponsored ad for a Hiring Event which will be hosted by a third party. Indeed makes no guarantee about the accuracy of the ad's details.

Hiring Event Details

Offers on the spot

Wednesday, July 13, 2022
9:00 AM - 3:00 PM US/Eastern

Reyes Coca Cola Bottling (on-site)
6909 Rapids Dr SE
Caledonia, MI 49316

12 RSVPs so far

RSVP for this Event

First name *

Last name *

Your email *

Your phone number *

By giving us your phone number and email address, you agree that we may send you text messages and emails related to this event, and you confirm that you are the subscriber and primary user of the telephone number you provided.

Interview date

Wednesday, July 13, 2022

Select a start time for your interview

All times listed for US/Eastern.

9:00 am 4 RSVPs	9:30 am 0 RSVPs	10:00 am 0 RSVPs
10:30 am 0 RSVPs	11:00 am 0 RSVPs	11:30 am 1 RSVP
12:00 pm 0 RSVPs	12:30 pm 1 RSVP	1:00 pm 1 RSVP
1:30 pm 1 RSVP	2:00 pm 2 RSVPs	2:30 pm 2 RSVPs

RSVP to event

By RSVPing to this event, you understand that your interview and interview time are managed by the host of this event and you agree to the Indeed Cookie Policy, Privacy Policy, and Terms of Service. Public resumes on Indeed for RSVPs that do not attend the event may be shared with the company.

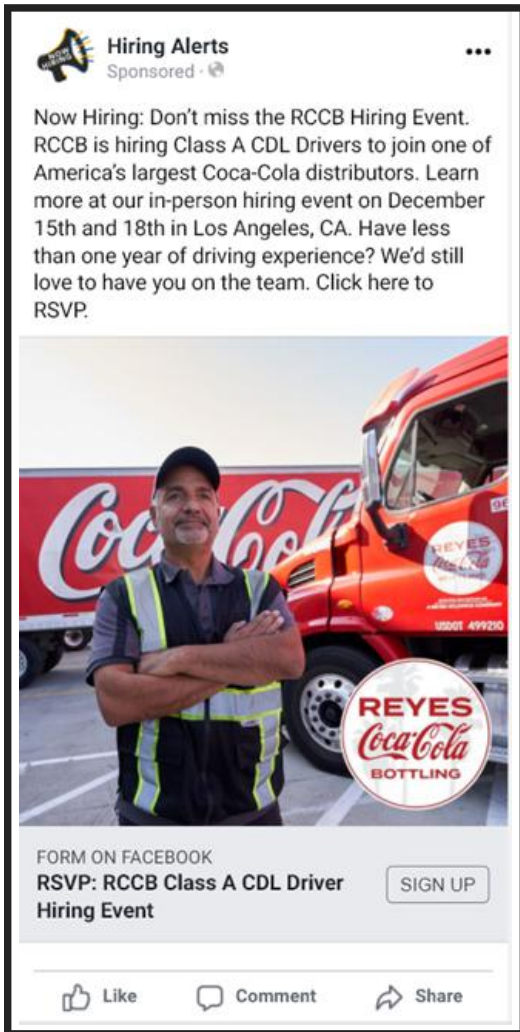
This is where candidates RSVP to the event.

After entering their contact information they can then select a time to interview.

Indeed offers two options for their events: virtual or on-site.

Typical attendee rates for in-person events are 17-21% whereas typical attendee rates for virtual events are averaging 20-25%

- Virtual events are hosted through Indeed's virtual hiring event platform. You can check out a video sample of what that looks like [Here!](#)
- On-site events are hosted at the facility and the media campaign drives candidates to an address or facility where the event is being hosted.



Purplegator Hiring Event Cost: \$1,500 (per date of event)

Purplegator advertises your event across multiple social media platforms including Facebook, Instagram, Twitter, YouTube and Snapchat.

Randall Reilly Hiring Event

Cost: Tiered (Tier 1: \$1,500, Tier 2: \$2500, Tier 3: \$3,000, Tier 4: \$5000, Custom: \$)

Randall Reilly advertises your event across multiple social media platforms including Facebook, Instagram, and Twitter.

Follow along on our Yammer channel [RCCB Hiring](#) to celebrate hiring wins and see hiring events happening around the organization! [#RCCBHires](#)

Use this checklist to make sure your next hiring event is a success: [Hiring Event Checklist](#)

Contingent Search Firm Guidelines

Contingent search assignments may be used for specialized positions at any level. With a recruiter contingency fee agreement, the agency will not be paid unless a candidate is placed.

When to use Contingent search Firms

Hiring Manager will partner with (Corporate TA COE or Field HR/TA) prior to engaging a Contingent Search Firm in order to be fiscally responsible and avoid unnecessary hiring costs, to ensure alignment on the position and requirements, and to ensure an effective sourcing plan and process. If after 30 days, Corporate TA COE or Field HR/TA is unable to identify a strong candidate slate for consideration, Hiring Manager and Corporate TA COE or Field HR/TA may decide to work with a Firm.

Positions considered:

- Highly specialized and/or niche positions with a small talent pool.
- Confidential Director/Manager/Individual Contributor level positions.

Approved Contingent Search Firm

All approved Contingent Firms are contracted at a 20% placement fee. See [list of approved search firms](#).

- BU VP Human Resources must provide approval to engage firm for a specific position.
 - Complete [Agency Usage Approval Form](#)
- A maximum of 2 search firms may be engaged to supplement internal recruiting efforts.
- A business case must be presented to BU VP Human Resources prior to engaging a Search Firm not approved.
 - Firms presented must be willing to agree to our specified contractual terms including solicitation and processes outlined within these usage guidelines.
 - Firm must complete and sign [Reyes Recruiting Services Agreement](#).

Invoicing

- Search Firm will submit invoices to HR/TA and Hiring Manager within 30 days of employee's first start date.
- HR/TA will submit invoice to Corporate Accounts Payable APCORP@reyesholdings.com and will copy Hiring Manager on email for approval.



Contingent Search Firm Process

Process for Candidate Submission

- Hiring Manager will partner with HR/TA prior to engaging a Contingent Search Firm.
- Hiring Manager and/or HR/TA will directly conduct intake with firm to provide the specifications of the role.
- Firm will submit candidates directly to Hiring Manager and/or assigned HR/TA.
 - Hiring Manager and/or HR/TA will review submissions to determine eligibility of candidate (check to see if candidate has already applied to a role within RFB).
 - Candidates who previously applied to a position within the RFB are retained by RFB for a duration of six months, no matter role being considered for.
 - Candidates submitted by Search Firm are retained by Search Firm for a duration of six months, no matter role being considered for.
 - If candidate has not applied for a role within the RFB, HR/TA will provide link to Firm to have viable candidates apply before initiating phone screening/interview process.
- HR/TA will provide Hiring Manager weekly updates on the status of candidates submitted by Firms.
 - HR/TA updates CareerConnect with candidate activity to remain compliant.

Scheduling of On-site Interviews

- HR/TA will be responsible for the following:
 - Scheduling candidates with their interview team
 - Scheduling conference room for interviews to be conducted
 - Make reception aware of candidate's visit
 - Ensuring candidate receives itinerary
 - HR/TA will be responsible for ensuring candidate is picked up from reception

Offer

- HR/TA will work with Hiring Manager to discuss details of offers and start dates.
- HR/TA will discuss offer details with Firm and determine who will make offer.
- Once verbal offer is accepted, Field HR/TA will create and send offer letter to the candidate and will copy Firm.
- Once candidate sends signed/dated offer letter back to Field HR/TA, the pre-screening/onboarding process will start.

Onboarding/Orientation

- HR/TA will work directly with candidate to conduct the pre-screening/onboarding process.
- Once the prescreening process is complete, HR/TA will send confirmation to candidate and Firm on first day start details.

Recruiter/Hiring Manager(HM) Calibration Tips

The biggest driver of talent acquisition performance—four times more than the second-biggest driver—**is strong relationships between recruiters and their hiring managers.** [out of 16 factors, where talent pipeline #2, employer branding #3]

Preparing for the intake meeting

In the strongest recruiter-HM relationships, the recruiter is a strategic partner to the business rather than a reactive support member. It's important to approach your relationship with your HM as a partnership with equal accountability, rather than one in which you're there to offer a service. From the perspective of the kickoff meeting, this means gathering as much information as possible prior to sitting down with your HM. It means understanding the role, the team, and the market to the best of your ability so you can arrive with an initial sourcing strategy and a general profile of the candidate who will be successful in this role.

1

Perform internal research: The strength of your rapport with, and understanding of, the team with the open role is directly correlated with your ability to successfully build it out.

Immerse yourself in the team—even if just for one or two business meetings. Put yourself in a place to hear what the whole team is doing, how they interact with each other, what their culture and communication style looks like.

2

Forecast Your Outcomes: Use historical data to set realistic expectations about hiring timelines.

Showing hiring managers what the role they're hiring for has historically looked like is the surest way to set realistic expectations about the timeline for their open req. If your HM wants the role filled in three weeks but the average time to fill that position is 45 days, you're more likely to help them see this with data.

3

Find example candidate profiles: Putting profiles right in front of HMs helps them articulate what they get excited by, and what makes them lose interest in prospective candidates.

It's in your best interest to come to the kickoff meeting with a handful of prospective candidate profiles that you and your HM can go through together. These don't need to be available candidates; this is purely an exercise in reading your HM's body language and facial expressions when presented with certain candidates and drawing out the nuances of what they're looking for.

Questions to Ask your hiring manager about the open role

A thorough kickoff meeting is crucial to any good hire. When hiring managers aren't asked to articulate in detail what they're looking for, they won't be satisfied with the quality of candidates sent their way — which sends you, the recruiter, back to the drawing board each time. So, set up a meeting, ask good questions, and get to know your hiring manager.

- Why is this role open? Is it a new position, or a backfill? If it's a new role, what provoked the need for it? If it's a backfill, why did the employee leave? What did the person who occupied the role most recently teach you about the kind of person who thrives—or who doesn't—in this role?
- What's the role's title? What synonyms might talent be using in their profiles that would help me search for them?
- Why is this such an important role to have filled? What pain points will the hire solve? What opportunities will it capitalize on?
- In a sentence or two, what will this hire be responsible for? Describe the role to me in layman's terms. What are the top 3-4 day-to-day responsibilities of the role? What primary tasks does it entail?
- What qualifications, skill sets, and tool proficiencies must the new hire come with, and why? (Another way of asking this to ensure the HM understands what "required" means is: What skills immediately disqualify someone if they're not on a resume —no matter what else the resume says?)
- Which skills and qualifications are strongly preferred (and why)? Which skills and qualifications are nice-to-haves (and why)?
- Which skills can be learned on the job, and which ones can't? (Note: have your HM look at current top performers on their team. They likely weren't all purple squirrels. What core skills did they arrive with and what skills do they possess now only through experience at your org?)
- What should the ideal candidate already have built / scaled / delivered / achieved / proven? Is industry experience critical for this role? Are we open to profiles from other backgrounds? Why or why not?
- What soft skills does the current team have that are worth replicating? What additional skill sets (hard and soft) could the team benefit from?
- How will this role fit into your team's structure? Whom will they report to, and who will report to them? What's the role's relationship with other team members? With other lines of business within the org?
- How will this role contribute to the strategic goals of the organization and support the overall business? How will it contribute to our mission and vision? What impact will it have on our product/service?
- How will you measure the new hire's success? What are the first big projects they'll be assigned to? What will the ideal candidate achieve or solve in their first 30 / 90 / 360 days on the job? What top three contributions will they have made by those dates; and what additional things might they have done by those dates that would make you say they're "crushing it"?

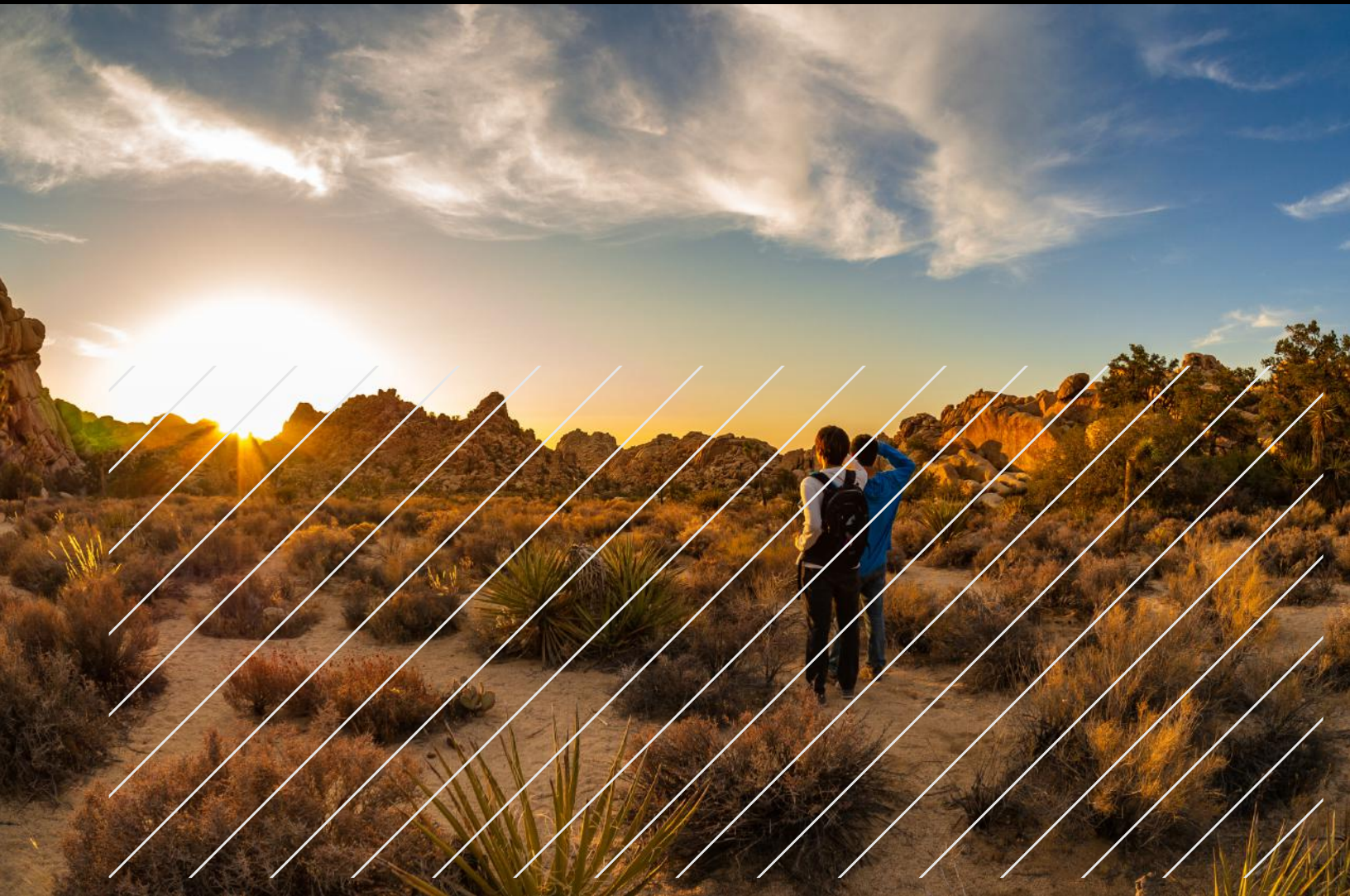
You can use this template for your next meeting: [Recruiter Intake Form](#)



Ultimately, knowing your HM's vision from the beginning makes you 3x more likely to reduce time-to-hire and 2x more likely to improve quality-of-hire.

02

ATTRACTION

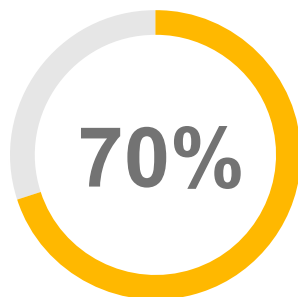


There are Three Key Truths about today's talent and how they are recruited.

01. 70% of the global workforce is passive talent.

For the past three years, professionals around the world have been more actively exploring job opportunities. Job seeker confidence and employee mobility tends to rise as the global economy improves.

As talent increasingly eyeballs the next opportunity, it has become more important than ever for RCCB to continue to build a positive reputation as a great place to work.

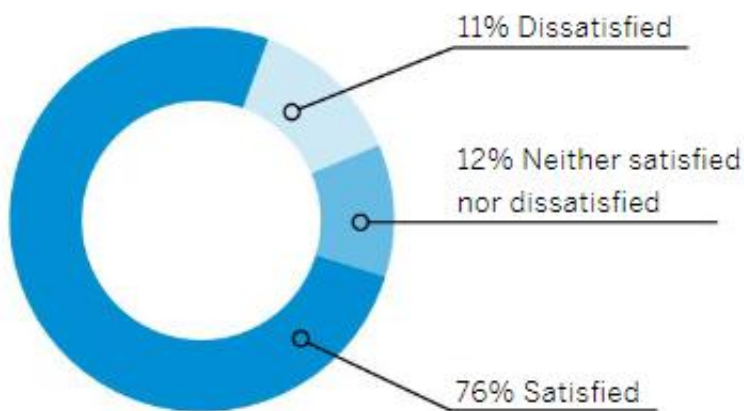


Passive Talent

You can read more about the study data [here!](#)

LinkedIn asked over 20,000 professionals in 29 countries, "Overall, how satisfied are you with your current role?"

Passive talent said:



Active talent said:



Passive candidates

generally reach out to their small personal network, are open to talking to a recruiter, or are completely satisfied and not looking at all.

Active candidates

generally look for a new position a few times a week.

Passive talent tends to be highly satisfied, whereas **active talent** feels a healthy mix of satisfaction and dissatisfaction.

Passive candidates tend not to make lateral moves. However, **active candidates** are more amenable to lateral moves.

02. Regardless of country, data shows that talent increasingly goes online and relies on personal networks to discover new opportunities.

03. These are the percentage of professionals selecting these as top priorities when picking a new job:



Go to online job boards (Glassdoor, Indeed, etc.)



Go to social networks (LinkedIn, Facebook, Twitter, WeChat, etc.)



Use word of mouth (Asking friends and family for recommendations)



Company Websites



Professional Groups



Search Engines



Work/Life Balance



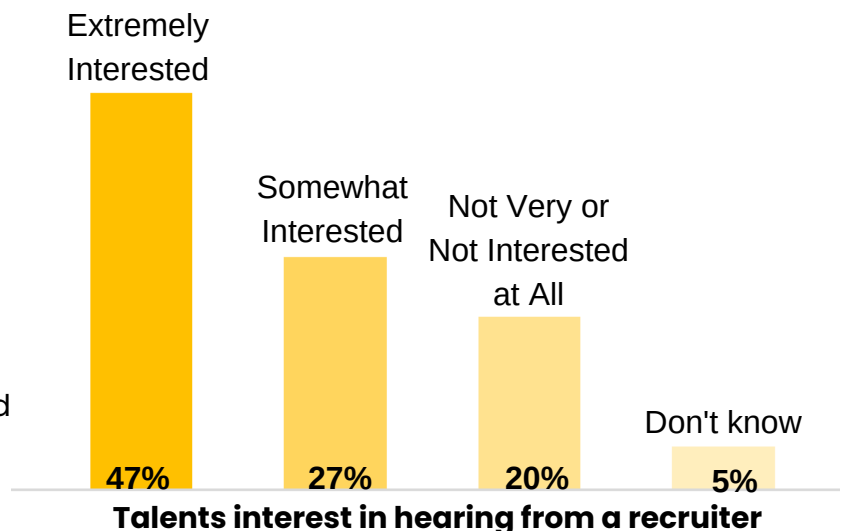
Compensation and benefits



Colleagues and culture

Creative Templates & Resources Available

When in doubt, reach out. Remember that a vast majority of professionals, both active and passive, are interested in hearing from you.



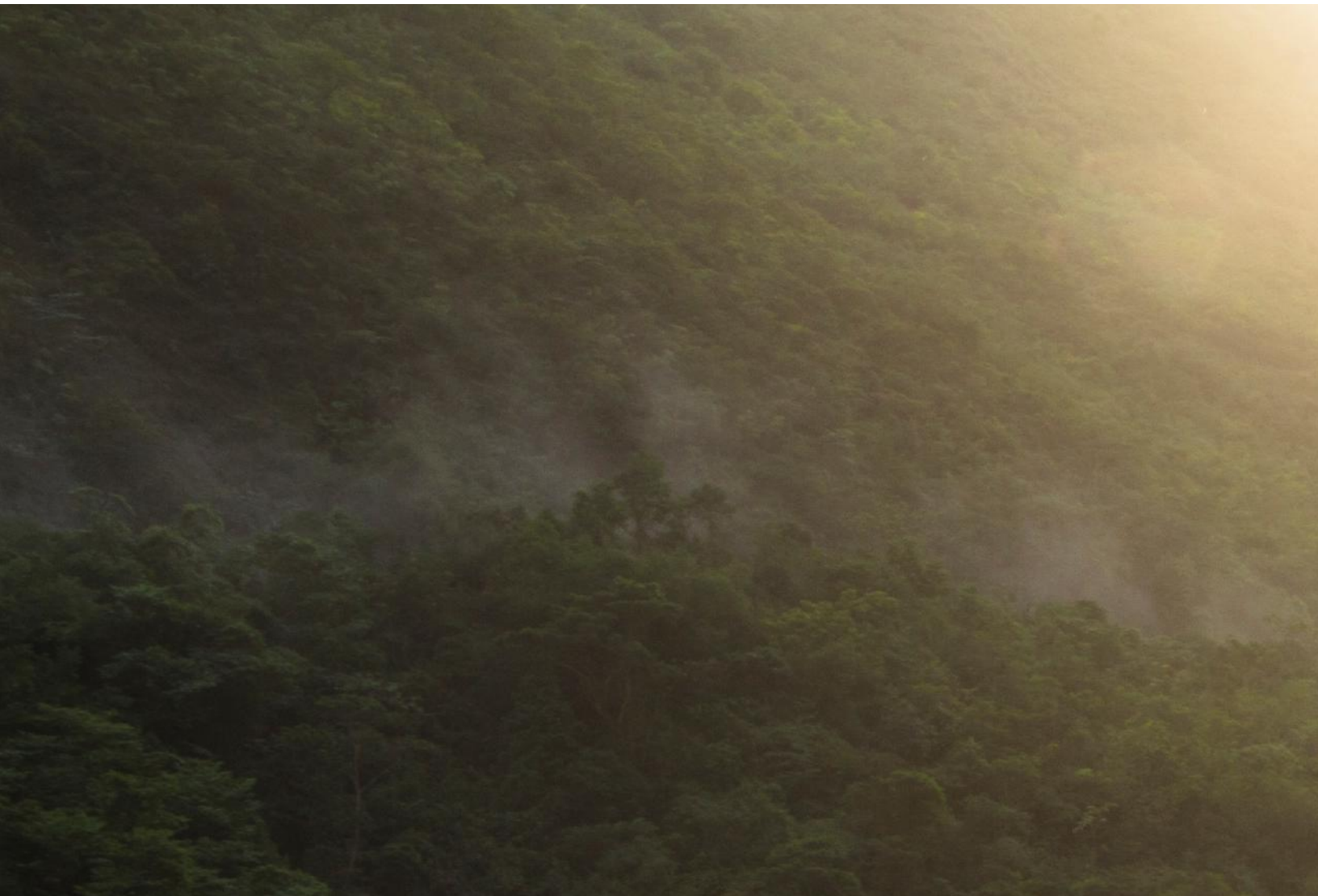
Talents interest in hearing from a recruiter

Social Job Sharing

Job Sharing allows employees to recruit potential candidates by using their own social networks to promote open positions. You can easily share open positions based on location, frequency, and type of job with friends and family via your personal Facebook, Twitter, and LinkedIn accounts. Social Job Sharing is something that every employee at RCCB can do, not just recruiters. Reach is important so having Hiring managers & HR also share and like posts helps to extend our reach of visibility.

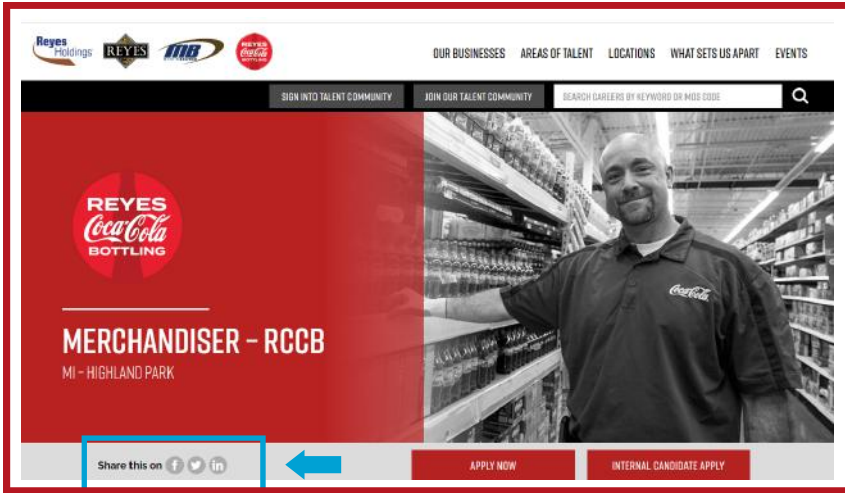
Why Use Social Job Sharing?

Word-of-mouth is a powerful and successful means of recruiting. With the average number of connections people have on social media, if one employee used Social Job Sharing to share one job once per week for one year, that position could be viewed over 33,000 times!

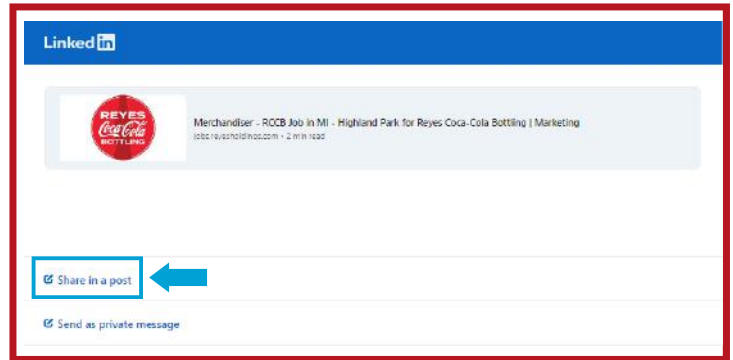


Sharing a job with your connections on social media is easy! It's important you share the job posting directly from our career site page

Step 1



Step 2



Sharing Jobs on Social Media

Step by Step Instructions:

- 01.** Select the job you would like to share directly from the BU specific career site page: **Coca-Cola Bottling Career Website**

BU jobs must be shared from the specific BU career site page to deliver the correct BU logo

- 02.** From the selected job's career site job description page, click on the symbol of the site you would like to share the job on at the top right-hand corner of the page

- 03.** The symbol will bring you to a page requesting you to sign in with your username and password

- 04.** The next page will show a preview of the job you are sharing and allow you to insert a message

- 05.** Click Post.
- Facebook: Click "Post to Facebook" at the bottom of the page
 - LinkedIn: Click "Share in a Post" at the bottom of the page
 - Twitter: Click "Tweet"

- 06.** Customize the message you would like your followers to see. The job will be shared on your personal Social Media profile feed for others to view when you click "Post"

LinkedIn Recruiter Licenses

LinkedIn Recruiter licenses are provided to select RFB employees determined by your BU TA Director. These licenses allow recruiters to access anyone in LinkedIn's network of 400+ million professionals and contact them directly via InMail. Having a Recruiter seat gives you access to the entire recruiting platform to help increase global recruiting efficiencies and elevate your talent strategy conversation with stakeholders within the business. Additionally, all jobs posted within the ATS are automatically being sponsored on LinkedIn through the Job Wrapping capability, helping drive brand recognition and applications to our open positions.

A personal LinkedIn account limits a recruiter's ability to view profiles to only direct first-level connections. With a LinkedIn Recruiter license, recruiters can conduct very advanced candidate searches by location, specific skill sets, current company, previous company, and specific keywords. Additionally, recruiters can collaborate with the rest of the regional recruiting team and hiring managers by saving candidate profiles or searches in project folders that can be accessed by all team members. You can access the tool via a desktop computer or mobile device app.

Other helpful links:

[LinkedIn Recruiter for New Users](#)



[Let Recruiter Do the Work for You](#)



[Leverage the Full Power of LinkedIn Recruiter](#)



[Advanced Search Strategies](#)



[Recruiter Essentials](#)



[Boost Your InMail Performance](#)



Full LinkedIn Trainings Catalog 

03

ENGAGEMENT



Key Talking Points

When you first reach out to candidates about a new job opportunity, be sure to explain the job's responsibilities and why the professional is a good fit.

What talent wants to know first



Role responsibilities



Company culture



Why you're reaching out



Company mission



Estimated salary range

The best way for you to discover what talent wants is to ask and listen. We are confident that this will yield stronger candidate relationships and better, happier hires.

Helpful Tips

Writing to Encourage Candidates to Join RCCB

Everyone has his or her own writing process. Do what works for you, but here are a few tips for when you're pitching candidates:

- Message personalization increases your chances of getting a response.
- Write what you know about and/or are passionate about.
- Write with your candidate audience in mind.
- Get feedback on your draft from Employer Branding or at least one other person on your team to proofread.

Most people read their communications on the go, so grab their attention by putting the most relevant information in the first few sentences.

Try not to overwhelm candidates with too much information all at once. They are on a journey, so let them learn as they go.

When outreaching via 1:1 communications (email, DM, etc.), let the recipient know why their resume or profile caught your eye. Here is a guide to create your best pitches

[Guide to Creating Your Personalized Pitch](#) 

Our Voice

Here are some pivotal talent engagement elements that will add the community element to our story. Clearly articulating this message early and often to candidates and employees is critical to finding—and retaining—the right talent.

[Official Brand Guidelines](#) 

Reyes Coca-Cola Bottling Provides Endless Opportunity

"The Reyes Family of Businesses is dedicated to providing the best work environment possible for our people at all times. Through career development opportunities, our annual talent and performance cycle and our commitment to promoting from within - we aim to lift our employees up and help them grow along with the company to reach their career goals, whatever they may be."

"Your career at RCCB is absolutely anything you want to make of it. You are in the driver's seat to forge your own path. Careers here are what you make of them. No one will hold your hand, but everyone will cheer you on."

"Teamwork is an integral part of our inclusive culture. You're surrounded by talented people in an ever changing environment. It takes our collective efforts to continue our growth and success."

"Our values are at the heart of everything we do. We celebrate and recognize the everyday accomplishments that model our culture and values."

"We recognize, celebrate, and reward a wide range of contributions and ideas."

If you have questions or feedback, please reach out to:

Communications@reyesholdings.com

Reyes Coca-Cola Bottling Provides Endless Opportunity (cont.)

"The Reyes Family of Businesses is dedicated to providing the best work environment possible for our people at all times. Through career development opportunities, our annual talent and performance cycle and our commitment to promoting from within - we aim to lift our employees up and help them grow along with the company to reach their career goals, whatever they may be."

LEAP is a frontline leadership training program for supervisor level + employees. Broken into 5 unique courses of material and can be completed in-person or virtually.

Leadership 101 is an introductory leadership training course designed to develop basic leadership skills for those who are new to their role as a supervisor or manager.

Reyes Empower is a leadership development for high-potential supervisors and managers.

ReyesUP! is a comprehensive six-month program for entry-level leaders consisting of six modules to develop competent leaders and set them up for future success.

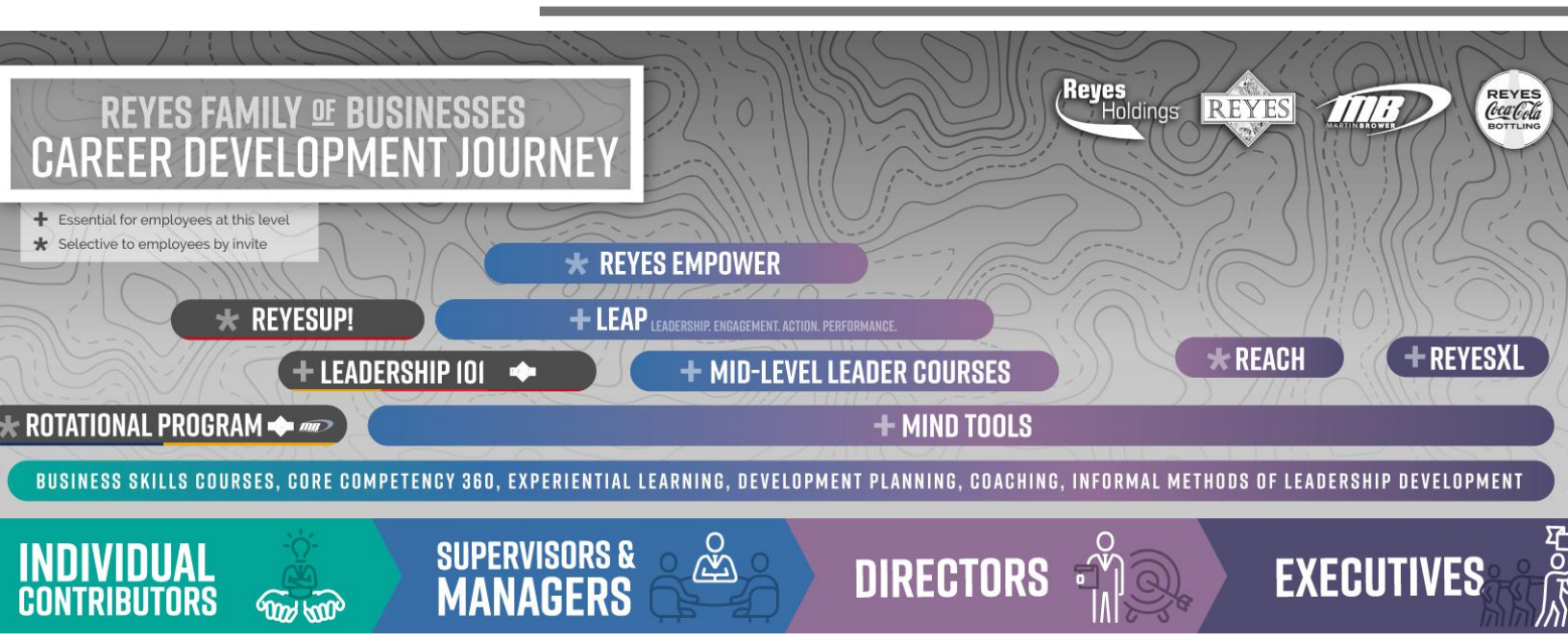
Business Skills Courses four virtual, instructor-led courses: Analyzing & Applying Data, Creating Compelling Presentations, The Power of Effective Time-Management & Negotiating to Win-Win

Mid-Level Leader Courses are virtual training courses for Supervisors, Managers and Directors who have graduated from LEAP and would like to continue developing their leadership skills.

REACH is an executive acceleration leadership training program which will expand our leadership pipeline by advancing the readiness of our high-potential leaders in order to have people ready to move into executive-level roles as the company grows.

ReyesXL is a high quality, expert-driven, engaging executive leadership training program that will help equip existing executives with the skills, style and mindset needed to excel at the executive level

Mindtools Mind Tools is an on-demand library of career-related training resources available for all employees. Choose from 2,000+ training resources including: Podcasts, videos, infographics, quizzes, models, books, expert interviews, guides worksheets and more



Continuing Education

Our **Educational Reimbursement program** offers up to **\$10,000** in annual education reimbursement to eligible Reyes Family of Businesses employees that have been with the company at least one full year.

Innovating the Industry

Our team of 12,000 people manufactures and delivers over 334 million cases of Coca-Cola products to 105,000 customers including: restaurants, sporting venues, businesses, healthcare facilities, schools, convenience stores and supermarkets. We are committed to providing superior customer service by carrying great brands that will help our customers grow their beverage business all while continuing to add value to the Coca-Cola supply chain.

Stability

RCCB is the second largest Coca-Cola bottler in the United States, distributing brands like Coca-Cola, smartwater, BODYARMOR and Monster to restaurants, sporting venues, businesses, healthcare facilities, schools, convenience stores and supermarkets.

We are #1 in revenue and #2 in volume for Coca-Cola sales in the United States.

The Reyes Family of Business's have done over \$300B in revenue cumulatively since the founding of the company in 1976.

We continue to have growth and expansion at the forefront.

Perks and Benefits

The Reyes Family of Businesses proudly provides a program of competitive and comprehensive employee benefits as part of our total compensation package. Our benefits philosophy is simple: offer quality, affordable coverage and resources to promote and protect the total wellness of our employees and their families – their physical, financial and emotional wellness. This includes things like wellness reimbursements and free programs and resources that support you and your family's emotional health, including the employee assistance program, online counseling options and more.

RCCB & Social Responsibility

Our Corporate Social Responsibility efforts are rooted in our Reyes Cares commitment to drive positive change in the communities where we do business. We focus on areas where we can have the most impact, including Community, Recycling, Energy, Fuel & Emissions and Water and we work with a variety of partners, including our customers, consumers, governments, and NGO's to make a difference.



We know that when the communities where we live and work thrive, our business thrives. Whether it be through volunteerism, product donations, philanthropic support, or partnerships, we strive to have a positive and lasting impact in our communities, especially in times of need.

\$531k +

worth of product donated to local organizations and community partners

\$804k +

We reinvested more than \$804,000 in our communities by supporting local organizations, like Special Olympics, Boys & Girls Club, RMHC, Toys for Tots, Etc.



We seek to support a circular economy and keep waste out of nature by finding innovative ways to encourage our employees to recycle – at work, at home, and in our communities. Similarly, we work to minimize, recycle, and reuse materials involved in our manufacturing and distribution operations.

As it relates to our packaging, we support The Coca-Cola Company's World Without Waste initiative. World Without Waste focuses on the entire packaging lifecycle—from how our bottles and cans are designed and produced, to how they're recycled and repurposed.

100% rPET

In 2021, California was among the first markets to offer Coca-Cola beverages in bottles made from 100% rPET (excluding cap and label). Today, 100% rPET packaging is available across our territory

91% WRR

Waste Recycling Ratio (WRR) in production centers is the percentage of waste recycled. In 2021, our WRR was 91%, up almost 2% from 2020

7% +

RCCB (West Region) reported 17% recycled content for 2021, up 7% compared to 2020



We are focused on identifying opportunities to increase our energy efficiency. This includes investments in energy-saving improvements in our existing facilities and designing new facilities with energy conservation in mind.

8

8 facility HVAC projects completed resulting in **additional energy savings**

6

Converted 6 facilities to LED lighting resulting in **less energy consumption**

9

9 HVAC projects completed resulting in additional energy savings



Through the use of new technologies, training and improved operational practices, we continue to make progress towards our goal of drastically reducing fuel use and emissions. Additionally, in partnership with The Coca-Cola Company, we are creating a more sustainable business through energy efficiency and equipment innovation to reduce our carbon footprint. This includes the goal of reducing the carbon footprint of the “drink in your hand” by 25%.

63K

63,000 kilograms of carbon emissions avoided

4.7K+

4,730 gallons of fuel saved



We place a priority on water stewardship and are working to do our part to conserve, restore and replenish our local water supplies. As a local bottler, we are proud to support The Coca-Cola Company's holistic strategy to achieve water security for its business, communities and nature everywhere the company operates, sources agricultural ingredients for its beverages and touches people's lives by 2030. Our water stewardship efforts primarily focus on: Efficiency, Treatment, Assessment and Replenishment.

Recent water conservation projects:

Indian Valley, CA; Eldorado National Forest, CA; Los Angeles, CA; Brayton Creek, MI; White River, MI; Alsip, IL; etc.



Creating a Winning Culture

Our team is a vibrant collection of great people built upon individual and diverse characteristics, values, beliefs, experiences, and backgrounds, all of which are reflected across our enterprise. In short, our vision is a team that truly reflects the communities we call home across the nation and the world.

Our Vision is embracing our differences and similarities with a collective goal of striving for excellence in all that we do – in our operations, in the way we treat each other, and in our service to our customers, suppliers, and business partners. We are committed to fostering an environment where all are valued, respected, and encouraged to achieve their highest potential.

Fairness

We are committed to treating everyone fairly.



We embrace fair hiring practices.

- Fair and equitable compensation processes and practices.
- **Internal job opportunities and postings.**
- **Standard enterprise Core Competencies** that set the foundation of talent development.

We offer a variety of programs that encourage and support our employees' total wellness – physical, financial and emotional.

- We are dedicated to providing the knowledge and resources to help our employees choose **total wellness**, every single day.

Fair business principles.

- Variety of **company policies** to protect employees and set company standards
- **Code of Business Conduct** as our point of reference on character.

Individuality

We value and respect the contributions of each individual team member to shape our enterprise success.



We seek out employee feedback.

- We employ a **Continuous Listening Strategy** to consistently seek employee feedback and use it to enact real change

We promote diversity on our career site and marketing.

- How we are perceived is important, we take active steps to showcase our diverse employee population across the organization. By showcasing our diverse employee population we aim to encourage a broader set of candidates to apply.

We offer employee recognition weeks & achievement programs.

We offer volunteer opportunities through our **Reyes Cares** programs.

- We believe in the power and necessity of working together to lift up those around us and leave a better world for future generations.

Merit

We provide a merit-based environment where we enable those who live our values to succeed.



We invest in our people.

- Access to free eLearning modules via **CareerConnect** and **Mind Tools**
- Training & Development opportunities for all levels of employees
- **Internal talent community** matching employees to new opportunities for their skills and experience
- **Educational Assistance Program**

We recognize and promote internal achievement.

- **Individual Development Plans:** we'll continue to create an inclusive culture that values differences, ideas and experiences, helping all team members feel a sense of belonging using a tailored approach driven by their own goals and development plans.
- Our **Annual Performance and Talent Cycle** ensures every team member has equitable experiences and equitable access to career advancement.



P R I D E

PEOPLE & SAFETY • RELATIONSHIPS • INTEGRITY • DEDICATION • EXCELLENCE

As an Equal Opportunity Employer, we recruit and select applicants for employment solely on the basis of their qualifications. Our Practices and Procedures, including those relating to wages, benefits, transfers, promotions, terminations and self-development opportunities, are administered without regard to race, color, religion, sex, sexual orientation and gender identity, age, national origin, disability, or protected veteran status and all other classes protected by the Federal and State Government

Improving diversity – which includes hiring more people across the spectrum of age, race, gender, ethnicity, sexual orientation, cultural backgrounds and more – does not happen overnight and instead requires careful iteration and thoughtful planning. Our People Vision Pillars manifest our intentionality in supporting the individualities of our team members.



OUR Core Values



P

PEOPLE & SAFETY



R

RELATIONSHIPS



I

INTEGRITY



D

DEDICATION



E

EXCELLENCE

Overcoming Objections

You only have one opportunity to make a first impression- so don't let your first conversation with candidate's fall flat. If you don't respond to their concerns right away you may lose their interest- and lose out on top talent. Here are some rebuttals to the 5 most common candidate objections:

Objection: RCCB's compensation is not competitive in the industry.

Rebuttal: Our compensation packages combine fixed pay, incentive pay, and top-of-the-line benefits. Our total compensation philosophy is built on recognizing performance and providing fair, equitable and competitive pay.

Objection: RCCB's benefits packages are not competitive in the industry.

Rebuttal: The Reyes Family of Businesses proudly provides a program of competitive and comprehensive employee benefits as part of our total compensation package. Our benefits philosophy is simple: offer quality, affordable coverage and resources to promote and protect the total wellness of our employees and their families – their physical, financial and emotional wellness.

Objection: RCCB seems to have a high rate of turnover.

Rebuttal: RCCB measures retention rather than turnover, consistent with our focus on actively retaining talent. Our one-year employee retention rate this year is over 70% and we continue to prioritize happy engaged employees.



Objection: There doesn't seem to be a lot of career growth opportunities.

Rebuttal: At RCCB, our employees are in the drivers seat to create their own career path. We offer every employee the opportunity to explore different roles and adjust their career paths to suit their own individual preferences. Through career development opportunities, our annual talent and performance cycle and our commitment to promoting from within - we aim to lift our employees up and help them grow along with the company to reach their career goals, whatever they may be. We also offer an on-demand library of over 2,000+ career-related training resources available for all our employees, including: Podcasts, videos, infographics, quizzes, models, books, expert interviews, guides worksheets and more as well as virtual, instructor-led courses, and mentorship programs to ensure that your career progresses at your pace and meets your needs. Our internal RCCB CareerConnect Portal helps employees plan, manage, and develop their careers so they can stay up-to-date on current business needs at the company.

Objection: I see a lot of negative reviews about your company.

Rebuttal: Unfortunately, people who are dissatisfied with a job tend to be a lot more willing to post a review than those who have a good experience. We take all reviews seriously and as a way to improve our business. We are driven by excellence and dedicated to our people. We hire great people and provide them with a workplace that supports their growth and goals. We are always striving for better. To get there, we work hard to be both collaborative and competitive.

When to send communications

Don't mix work and the weekend. Communication sent on Saturdays are 16% less likely to get a response than those sent during the week. Additionally, communications sent on Fridays are less likely to get a response than those sent any other day of the week.

Medium

Companies with socially engaged recruiters are 58% more likely to attract top talent. Stay visible by sharing positive articles and stories about RCCB. It is a great way to boost your thought leadership and remind your network about RCCB as the employer of choice. Need inspiration for status updates? Find press by setting up Google Alerts to be alerted when stories break about Coca-Cola and the Reyes Family of Businesses. And you can't go wrong by posting open job opportunities. When sending an email, please include a link to RCCB's Talent Community and Career site in your email signature.



Life at RCCB accounts to follow



Our Company [🔗](#)

RCCB Areas of Talent [🔗](#)

RCCB Careers [🔗](#)

Join Our Talent Community [🔗](#)

Suggested brand partners and hashtags to follow on LinkedIn

The Coca-Cola Company

McDonald's

Molson Coors Beverage Co

Special Olympics Southern California

Martin Brower

Reyes Holdings

BevNet.com

Monster Energy

Fairlife, LLC

BODYARMOR Sports Nutrition

[#RCCBGreatPlaceToWork](#)

[#RCCBHires](#)

[#reyescocacolabottling](#)

[#beverageindustry](#)

[#cocacola](#)

04

ACCELERATE

Executing a Hiring Campaign with Employer Brand

The Enterprise HR Hub provides an overview of the services our team utilizes to help you attract the best talent in the marketplace.

The Hub is your resource to building a customized set of options to ensure you meet your goals on time and on budget. The menu includes:



Enterprise HR Hub Talent Acquisition

01. Agency Guidelines

Preferred Agency partners list | Temp Agency agreement form

02. Branded Outreach Templates

BU EVP Flyers | Job Fair | Mini Hiring Events | Push to Apply | Day in the Life
YouTube videos | Sample Messages for Hiring Events

03. Career Connect Recruiting

Knockout Questionnaires | Training Resources

04. Internal Transfer Resources

Internal Transfer Policy | Employee Eligibility Form within CC RSM | Employee Eligibility Verification Form | Internal Application Instructions | Internal Transfer Checklist | Internal Transfer Background Check | Internal Transfer Training for HR | TA Council Team Contacts | Transfer Movement between BUs

05. Interview Guides

Interview Reference Guide Exempt | Interview Reference Guide Non-exempt | Interview Preparation Tips

06. Media Vendors (and analytics!)

Career Now Brands | Indeed | LinkedIn | Purplegator | Randal Reilly | Symphony Talent | Hiring Event Checklist | Media Vendor Overview

07. Olivia

Olivia Overview | Training Resources | Sample Oliva Conversations | Employee Referral Program Flyers | Analytics | Conversations for Truck Decals

08. Post-Offer (Background & Drug)

First Advantage | Qualifications & Policies | VIC

09. TA COE Training

TA COA Training Schedule | Recruiter Resources to Bookmark | Day 1-5 After Class Exercises | Registering for TA COE Training Sessions

10. TA Hiring Best Practices

Candidate Qualifications | Disposition Reasons | Lead Generators and Job Seeker Engagement | Recruiter Considerations Model

[Enterprise HR Hub Talent Acquisition Quick Access](#) 

Early Talent Pipelines

As organizations plan for the post-pandemic world, they must decide which lessons and experiences they should carry across, and to what extent they should influence the future. One impactful change is the ongoing demographic shift, which is likely to see around 75 percent of the workforce become a composite of both millennials and Gen Z by 2025. It is imperative that RCCB invest now to attract, develop, and retain early talent to help drive RCCB's innovation and ensure we have the leaders of the future in place. Early talent is defined as a new hire with 0-2 years of nonprofessional work experience after graduation. Our comprehensive internship program is geared at targeting early high-potential talent and creating a bench of future leaders within the organization.



Conclusion

We hope this playbook has given you new insights and tips to incorporate into your recruiting approach at RCCB.

Here are five ways to start using the data in this report today:

- 01.** Prioritize the channels where talent goes to discover opportunities.
- 02.** Include the most impactful information in your initial message to candidates.
- 03.** Partner with hiring managers and employer brand to create a great experience.
- 04.** Keep in touch with candidates after the interview experience.
- 05.** Focus on what factors matter most to talent when considering a job offer.



**Reyes Coca-Cola Bottling
Recruiting Solutions Playbook**