



Creating Hiring Manager Video Clips

Option 1 – Recommended

1. Send introductory Sparc letter to Hiring Manager with attachment “Why We are Asking You to Make a Video Clip.”
2. Schedule and hold intake meeting.
3. Record video clip during intake meeting and discuss a plan to share the Sparc.
4. Set up the Sparc using your email address as the Hiring Manger.
5. Upload the video to the SparcStart platform.
6. Publish and share the Sparc.
7. Send the Hiring Manger the Share Letter.

Option 2 – No Skype Intake Meeting

1. Send introductory Sparc letter to Hiring Manager with attachment “Why We are Asking You to Make a Video Clip.”
2. Set up the Sparc using the Hiring Manager’s email as the Hiring Manager.
3. Nudge the Hiring Manager if necessary.
4. Publish and share the Sparc.

Coaching Hiring Managers

1. Emphasize the casualness of the “clip.”
2. Refocus the Hiring Manager on the candidate – not requirements.
3. Provide the 1-2-3 structure
 - Just give your first name and one sentence about your role.
 - Mention one or two aspects of the job that will appeal to a qualified candidate.
 - End with a call to action such as “Please apply.”
4. Reassure the Hiring Manager that he/she can redo the clip if they are not happy.
5. Remind them it doesn’t have to be perfect.