

> Creating a winning candidate attraction strategy

EXTERNAL STRATEGY

Candidate experience is important to consider when recruiting. To enable candidates to find your vacancies, you need to make information such as your organisation's ethos, values, career development pathways, and your work environment clear and easy to find. Therefore, understanding the best places to advertise your vacancies are critical. Also, don't overlook the importance of creating a strong job description/advert.



TECHNOLOGY & VIDEO INTERVIEWING

Save time and resources to optimise your candidate experience. Technology will improve your screening process, helping you to source perfectly matched candidates and reduce the time-to-hire! Video interviewing is one of the fastest growing technological adoptions in recruitment and is an excellent addition to your candidate attraction strategy.



BRAND

Your career site is the ideal opportunity to communicate the employer brand, along with your values, culture, and corporate mission. The image portrayed of your organisation as an employer is critical to your recruitment success. Candidate expectations around career development, training and wider benefits packages will reinforce your employer brand and help to position your organisation in what could be a crowded space.



SOCIAL MEDIA

Using social media in recruitment is a two-way channel, particularly as many candidates use social media to investigate prospective employers. Organisations must ensure that content displayed on social media is informative and concise. Make sure you have a clear understanding of what different social networks are available to you, as not all networks serve as an effective recruitment channel.

