



# RECRUIT FOR SUCCESS



## Setting the scene.

**Job vacancies are at an all-time high.** Challenges for employers are cropping up every day, from recruiting new employees to retaining current ones. Recent trends show that employees want more from their jobs, and when these needs aren't met, they look elsewhere.

Companies need to position themselves in a way that will attract the right talent, and then evolve their employee value proposition to retain them.

1.

## The candidate journey.

Candidates want to know that your company values align with their own personal values, and their opinion will be influenced throughout their journey:

- Pay attention to your messaging and choose the language which resonates with target candidates.
- Promote where your candidates engage, eg social media or LI, or local job boards, depending on whom you want to attract.
- Make sure your employment offer is competitive, and includes a range of benefits beyond salary, such as flexible working and development opportunities.



2.



## Recruitment Process.

- **Campaign** – Design to attract talent and fill vacancies
- **The role** – Design jobs to attract talent you want
- **Agree a budget** – Allocate to the most effective channels
- **Candidate profile** – Define 'ideal'; identify 'compromises'
- **Messaging** – What is your brand? Share your culture
- **Appeal to your target candidate** – Respond to their priorities, in their language

3.

## Selection.

Choose selection methods which give candidates the best chance to present themselves, but is also efficient for you. Eg, application forms enable side-by-side comparison, but may put off candidates. Consider:

- **Assessment tools** – can be insightful, but don't use in isolation. Think about experience and attitude, not just skills
- **Pre-interview** – depending on level, think about a call from an SMT member.
- **At the interview** – be consistent, fair, and structured, so that you can check back.



4.





## Tips on how to attract the best candidates.

- Employee referral programmes can be a great way to increase your candidate pool.
- Talk to your suppliers, partners and clients to hear their perceptions of your organisation
- Look inside your organisation. Review your own employees' performance and personal goals regularly. You gain by keeping their experience, reducing recruitment costs and increasing their commitment to the company.

5.

## For more information.

76% of business leaders say attracting quality candidates is their number one challenge So, take advantage of [SYLO | Beyond HR's](#) free advice, and check out our [recruitment](#) offering.

Read our [blog](#) on what to keep in mind when recruiting, how to increase employee retention and what the average employee life cycle looks like.



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