
5 Strategies To Help Attract and Hire New Employees



If you're like most businesses, you're struggling to attract and recruit new employees in this tight labor market. Employees are the lifeblood of a company and essential for future growth and operations. This document will cover five strategies to help attract and hire new employees for your company.

Strategy #1: Write compelling job descriptions

The purpose of a job description is to attract the right candidate, but all too often, it's a boring list of responsibilities and requirements. Great job descriptions are compelling and entice potential candidates to apply. Of course, a job description should provide the position's responsibilities, requirements, and qualifications. But, it should also provide information about your company's growth, your vision for the future, your culture, benefits, perks, and opportunities for advancement.

Review the job descriptions currently posted on your website and job boards. Would you be excited to apply for the job? If not, work on rewriting them and even get some help from your marketing department.

Strategy #2: Build out your careers section

Potential candidates will undoubtedly visit your website, so it's important to have a thoughtful careers section.

A careers section should showcase your culture and environment, which are important considerations for any candidate. Clearly defining your culture pays dividends in the recruitment process by helping attract employees who share the values central to your company's mission. It also discourages individuals who don't find those values appealing from becoming candidates. A great way to communicate your culture and environment is to create a video that showcases various employees describing the culture, why they like working there, and perhaps even a tour of the office.

In addition to culture, your careers section should provide information on your employee benefits and how you support work/life balance. If you offer the ability to work remotely, include it in your benefits. And, don't underestimate non-traditional benefits such as free employee lunches, off-site outings, mentoring programs, employee wellness programs, and flexible work hours.

A careers section should have a list of current openings, but make it clear that you're always looking for great employees regardless of whether or not you have a current open job. For this reason, provide the ability for candidates to submit their resumes or contact a hiring manager even if a matching job opening doesn't exist.

If your company hires interns or recent graduates, consider having a section dedicated to those candidates and another dedicated to experienced professionals. Recent graduates may be very interested in training and mentoring, whereas more strategic opportunities may drive experienced professionals.

Strategy #3: Develop a Referral Program

One of the best ways to find well-qualified candidates is to get your employees involved in the process. Given their knowledge of your business and what it takes to succeed, the referrals they generate should have a greater likelihood of becoming productive team members. For this reason, it's important to develop a strong referral program. Keep your employees informed of new job openings and make sure they know the process for referring potential candidates. You might want to offer a reward for a successful hire to encourage referrals. According to the Human Capital Institute, most companies offer a cash reward of roughly \$1,000.

The timing of a reward is important. Consider paying the reward after the new employee has been on board for a certain amount of time. Or pay a portion upon hire and then the balance at a later date. This helps ensure that high-quality candidates are being referred.

Finally, internal communication is a huge part of a successful referral program. Consistently remind employees of the program and current job openings. Upon receiving a referral, keep both the candidate and the referral source well informed. Don't forget that your existing employee may be a key asset in the hiring process because they may be communicating with the candidate every step of the way. Communicate the program results to your employees because the program's success can be very motivating.

Strategy #4: Leverage software

Applicant tracking software enables a company to manage job openings and candidates. Most software packages integrate with your website so you can post jobs and receive applicant submissions through the careers section of your site. The software enables you to match the right candidates with the right jobs and track the hiring process from initial match to hiring and onboarding. When managing multiple open jobs and several candidates for each opening, an ATS helps you stay organized and on top of every detail.

Strategy #5: Build a pool of candidates

There is enormous value in building and nurturing a pool of candidates. Just because a candidate isn't a fit for one job doesn't mean they won't be a fit for a different position in the future. We suggest storing candidates that apply to your job openings and candidates you have actively recruited in a CRM or applicant tracking system. This enables you to easily find and consider them for future positions.

Quite often, especially for professionals, the decision to make a job change is a long process. For this reason, it's important to stay in touch and nurture candidates for the long term. All too often, hiring the right candidate is a matter of reaching out at the right time - when they didn't get promoted, didn't get a bonus, or have finally had enough with poor management. Periodically email candidates exciting updates about your company and make calls to candidates you are actively pursuing.

Next Steps

If you would like to discuss how to improve your recruiting efforts, including HR planning, compensation, and benefits, please contact our office to speak with one of our expert advisors.



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