



How to attract in demand candidates

It won't happen overnight so start now! Companies that are succeeding in attracting in demand candidates have a clear Employee Value Proposition (EVP) and are posting to multiple social media channels on a regular basis. It's all simple stuff and completely achievable on a minimal budget. We have shared some notes below to help you make a start.

Use socials

Work out which social media platforms are used in your profession and then post meaningful content that will add value to the reader. If you're not big on creating content, then share a relevant news article or a work related hack. Send the same content to all of your socials at the same time. Over time, people in your profession will want to engage with you and when the time is right, you have established relationships to leverage.

Approach candidates speculatively

In many cases, people only move when approached with an opportunity. Employ an internal recruiter to make these approaches on your behalf. If you are making around six hires a year or more, it's the way forward. Ask your internal recruiter to build up a market map of your competitors and find a way to build a relationship. Alternatively, tee up a head-hunter to do this for you.

Build your brand

In demand candidates can get bombarded and as such, they close some networking socials down. In this case, building a solid brand could be the way forwards to engage with them. A well-known brand can act as your introduction, building instant trust and a platform to develop your candidate relationship. Get a marketing specialist on board that understands your sectors and listen to them...your brand may be the only thing separating you from your competitors.

Establish long-term relationships

Take time to send your connections a happy birthday message, sponsor one of their charitable endeavours or send a note asking for some advice. You will quickly build relationships using initial connections on social media as a platform. By having a relationship with your connections, they'll call you when the time is right to change jobs.

Build networks early

Establish a relationship with a university aligned with your specialism and provide career support or mentoring to students. There may be specific societies that you sponsor or help to facilitate. You could also offer internships, part time work and full-time roles for the future.