ZACC THOMAS

Account Manager & Product Specialist
zacc.thomas@scouttalent.com.au

MICHAEL PETSELAS

Business Development Manager
michael.petselas@scouttalent.com.au

HOUSE KEEPING

This is a Webinar, which means that your microphones are on mute at the moment and we won't be able to hear you, however we would love your participation! If you have any questions please type them in the GoToWebinar Action Pane on the right side of your screen, and we will leave time at the end to go through them.

- Our Webinar will last 30-40mins
- If you experience any technical difficulties at all, please let us know via the Action Pane and we'll happily help.

If you are consistently missing out on great applications or your high quality candidates are dropping off part-way through the recruitment process, there's something broken in your process.

WHAT WE'LL COVER TODAY

- Employer Branding
- How to build, engage, nurture your talent pool
- Keeping candidates engaged throughout the application process
- Onboarding made easy

SCOUT
TALENT
SEE PEOPLE FIRST

QUICK POLL

EMPLOYER BRANDING

- Your reputation as a great place to work
- Be perceived as an employer of choice
- The strongest Employer Brands have no need to advertise their vacancies
- Amplify, Live and Measure your EB.

SCOUT
TALENT
SEE PEOPLE FIRST

WHY IS EMPLOYER BRANDING IMPORTANT?

Naturally Attract Talent

Recruiting becomes easier and cheaper

Contribute to positive perception of your broader corporate brand

Naturally attract more applicants

Increase employee engagement, commitment and brand loyalty

Increase retention rates

SCOUT TALENT
SEE PEOPLE FIRST

QUICK POLL

BUILD YOUR TALENT POOL

- Ask insightful screening questions
- Gauge suitability for other roles
- Keep candidates engaged with your employer brand after the recruitment process has finished
- Expressions of interest / job alerts

SCOUT
TALENT
SEE PEOPLE FIRST

ENGAGE AND NURTURE YOUR TALENT POOL

- Candidate experience is crucial to long-term outcome
- Ongoing nurturing communications with your pool - keeping you 'front of mind'
- Targeted and segmented talent pools
- The perfect candidate is often already within your database

Remember:

TODAY'S UNSUCCESSFUL CANDIDATE IS NEXT YEAR'S NEW HIRE

QUICK POLL

KEEPING CANDIDATES ENGAGED

- Speaking candidate's language
- Beware of 'front loading' the process
  - stage it out
- Building a two-way relationship that is not transactional
- Remove barriers to application.

SCOUT
TALENT
SEE PEOPLE FIRST

ENSURING CANDIDATES HAVE A GREAT EXPERIENCE

Streamlined application process

ATS / CMS

Ongoing communication

Emails, Phone calls, SMS, in person

Candidate Care

Automation
Respect
Transparency

SCOUT TALENT
SEE PEOPLE FIRST

QUICK POLL

WHAT SYSTEMS DO YOU HAVE IN PLACE?

- Get the contract created, approved, communicated & accepted rapidly
- Collect new hire information digitally
- Set up new hire in all appropriate departments ready for Day 1

SCOUT
TALENT
SEE PEOPLE FIRST

ONBOARDING MADE EASY

Most important processes for any new hire

**Contract
Payroll Documents
Employee Information
Day 1 ready.**

Automation is your friend

IN SUMMARY

- Employer branding and candidate experience often cost you nothing except great candidates
- Better processes reduce time to hire and increase candidate engagement
- New hire's first impressions lead to long term retention

???

QUESTIONS

THANK YOU!

ZACC THOMAS

Account Manager & Product Specialist
zacc.thomas@scouttalent.com.au

MICHAEL PETSELAS

Business Development Manager
michael.petselas@scouttalent.com.au

SCOUT TALENT
SEE PEOPLE FIRST