

# 5 ways to attract candidates in a tight candidate market

A Scout Talent Group webinar





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## Housekeeping

- Your microphones are on mute so we can't hear you, however we'd love your participation!
- We'll launch some audience polls throughout the session.
- If you have any questions or comments, please type them into the Zoom chat function on your screen.
- The webinar recording and slides will be emailed afterwards.

## Today's Topics

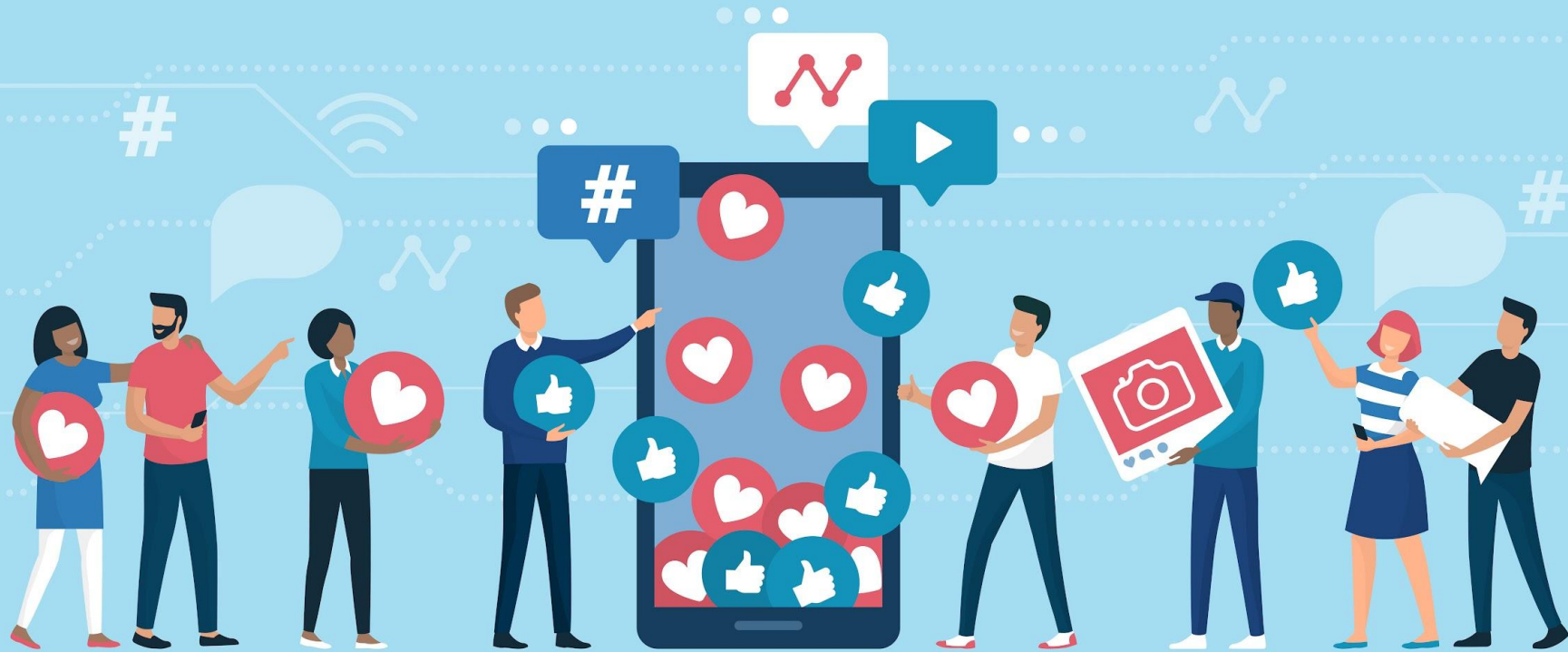
- Current market statistics
- Breaking down candidate pools
- Importance of passive candidate attraction
- Actionable tips for job ads
- Hone your employer branding
- Resource vs. Outsource

# Current Market Statistics

## Current Market Statistics

- The unemployment rate is at 4.9%, the lowest point in ten years.
- Last month, Seek had the largest number of job postings in its 23-year history, and the lowest number of applications since 2008.
- Job board algorithms can make it difficult to fill vacancies.
- It's important to tailor your recruitment marketing to attract the best candidates.

# POLL TIME!



# Breaking Down Candidate Pools



## Breaking Down Candidate Pools

- Roughly  $\frac{3}{4}$  of your candidates aren't actively looking for work.
- It's important to be active both on generalist and niche job boards.
- Ensure your ad copy is optimised to increase visibility using the job board algorithm.
- Passive channels, such as digital headhunting and social media, are key to attracting more candidates.

# Importance of Passive Attraction

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- Scout Talent experiences 70% higher engagement with the way we conduct our digital headhunting.
- Targeted and creative ad copy and good candidate care are important aspects of good headhunting.
- Carefully choose the platforms you passively recruit on.
- Facebook ads are cheap and effective ways to passively recruit.

# Actionable Tips for Job Ads

## Tip 1: Articulate Your Benefits

- Benefits can mean the difference between a candidate accepting or declining a role with your organisation.
- Outline the non-monetary benefits in your job ads, such as culture, perks, and staff support.
- Highlight what makes your role different from other similar roles in the industry, like paid L&D or integrated upskilling.

## Tip 2: Use Active & Passive Strategies

- It's important to diversify the channels you're recruiting and advertising through.
- Opening yourself to multiple candidate pools will help increase the attention your job ad receives.
- By covering both active and passive channels, you'll ensure your job meets the candidate where they are.

## Tip 3: Use Both Large & Niche Job Boards

- LinkedIn, Seek, Indeed, and niche job boards are all important places to be spreading the word about your role and organisation.
- While time-consuming, diverse postings can increase the chances of finding your perfect candidate.
- Niche job board postings will also show that you're familiar with industry-specific tools.

## Tip 4: Use Great Job Ad Copy

- Job titles and copy that clearly and accurately describe the role are preferred by job board algorithms.
- Entry-level and generalist roles should avoid industry-specific language, while C-Suite roles should do the opposite.
- Simple and effective language in your job ads will help increase application rates.



## Tip 5: Understand Your Opportunity

- Have a good idea of the specifics of the advertised role before posting to show candidates your confidence.
- Think about the soft-skills you want to recruit for, even if they might not seem like a logical fit for the role in question.
- Think of any job posting as an opportunity to sell your employer brand, and show that you're an industry leader.

# Becoming an Employer of Choice - Improving your Employer Brand

# Improving your Employer Brand

- Invest in improving your organisation's reviews, and incentivise current staff to leave reviews on public platforms.
- Promote your organisation's culture using more than just words; consider a work culture video to accompany all job ads.
- Keeping your talent pool warm and prioritising candidate care will strengthen your employer brand.

**Resource  
VS  
Outsource**

**Questions?**



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