

veremark.

Automated Screening. Effective Hiring. Trusted Service.

▶ ABOUT US ▶ GALLERY ▶ CONTACT

JOIN US!

Recruitment Strategies to Attract Top Talent in 2022

The recruiting sector has changed dramatically over the previous decade. Some of these changes have been gradual, while others have occurred almost overnight.

The primary changes happened due to technological developments, which transformed the hiring process. This upheaval shows no signs of abating, and the coming decade is expected to usher in new recruitment patterns.

The majority of these prominent recruiting trends have already occurred, and their effect on the market is substantial. With all of these developments going place, companies and employment agencies are under increasing pressure to be at the top of their game when sourcing excellent personnel.

It's self-evident that talent acquisition is migrating away from paper resumes and toward skill assessment. For example, phone screenings are being phased out in favour of video interviews, particularly in the aftermath of COVID-19.

Businesses need to catch up to these trends to be remembered and preferred by candidates.

To help you with that, we have identified five ways you can try to improve your recruitment strategy in 2022.

1. Showcase your employer's brand

The relationship between employees and employers has shifted considerably in recent years.

Working from 9-5, having one boss, or competing with other teams to achieve more are no longer constraints. The modern workplace is flexible, remote, and culture-focused and employees have many options.

Now, as an employer, you must assure employee engagement and focus on their mental and physical health, not simply their talents.

Why?

People are no longer in it for the money. They crave companies that share their principles and have a clear purpose. And they will no longer tolerate a terrible workplace for the pay and benefits.

To stand out and keep good employees in 2022, you will need to build and strengthen your employer brand.

This can be achieved by having a dedicated web page to showcase the 'behind-the-scenes' in your organisation. A company like SGAG does it well with their skits occurring in their office premises, giving viewers an inside look at the company.

And don't just let readers take your (the company) word for it. Instead, have employees provide video testimonials on what they love about the company and their job.

The same content spoken through them carries a heavier weight.

2. Upgrade your employee referral program

Perhaps you've heard the adage "great people know terrific people.

Employee referrals can be precious in an industry when firms compete for the best personnel.

Your outstanding employees are uniquely qualified to determine the types of individuals who can contribute and prosper in your organisation.

If this is your first, here are some tips to take note of:

Facilitate employee participation in the referral process.

If your recommendation procedure is overly cumbersome, you will not achieve the required results.

Increase awareness of the program (often)

Employees will be unaware of the program's existence unless you inform them. Therefore, clear, transparent communication is critical for the program's launch. And remind them often.

Reward (and acknowledge) participants

Consider the structure of a monetary bonus. LinkedIn recommends a compensation range of \$2,000 to \$5,000 for employee recommendations.

You can also consider turning it into a game, provide cash alternatives such as annual leaves/time offs and make it effortless for employees to get the word out (for example, create a dedicated link so they can share AND track their referrals without extra administration).

3. Shorten your recruitment process (recruitment bots)

If you buy things online, you're likely to have run into a chatbot at some point. Because they want to sell you something, you see them on most e-commerce sites. If you have a question about any items, they can answer you right away so you don't leave their site.

Your business is no different from the eCommerce store owner but you are selling a job instead.

And if the world is your hiring ground, you can't attend to interested candidates one at a time. It is not only expensive but unscalable.

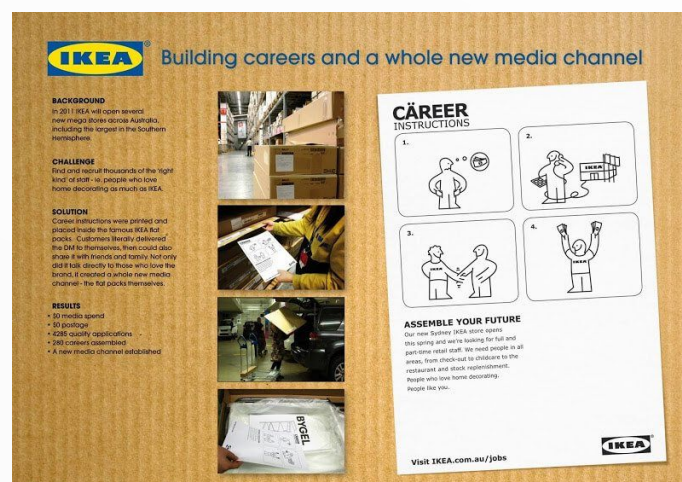
Use technology such as a recruitment bot to handle the daily repetitive queries.

They are so advanced now that they can manage almost the entire application journey until an interviewer or hiring manager step in.

4. Be creative

In the hiring process, creativity is important because it helps employers find people even when they are having a hard time.

IKEA did something that only they probably could do by slipping a career instruction into every single of their packaging.



In doing so, they manage to tap on a pre-existing channel and reach out to thousands of their customers with an instruction sheet that is familiar to all of us.

The IKEA Career Instructions campaign brought in 4,285 job applications, which resulted in 280 new hires.

Since this unique campaign focused on the customer and targeted people who like IKEA to begin with, the brand didn't have to go through traditional marketing channels, such as media advertising, and cut hiring costs.

5. Don't forget your former employees

Ex-employees can bring much value to the company. Not only that, but you already know their personalities, work ethics, and why they left.

On the flip side, they already know your products, culture, and service delivery model. This can save much money on training costs. They can start making money for your business much faster than when you hire someone new.

Some of them may also have grown in their new jobs. Bringing them back allow you to tap on their newly acquired skill sets into your business.





Conclusion

The war for talent may seem never-ending and it is hard to ignore what your competitors are doing to attract candidates.

But the key is to focus on what you can control and that include things such as improving and streamlining your operations, processes, and strategies.

Very soon, you'll see a difference in your candidates and employees.

veremark.

Automated Screening. Effective Hiring. Trusted Service.

Add simplicity and confidence to your hiring process with Veremark.

Want to know more?

Reach out to our team for personalised advise by dropping us an email to
marketing@veremark.com

Or visit
www.veremark.com