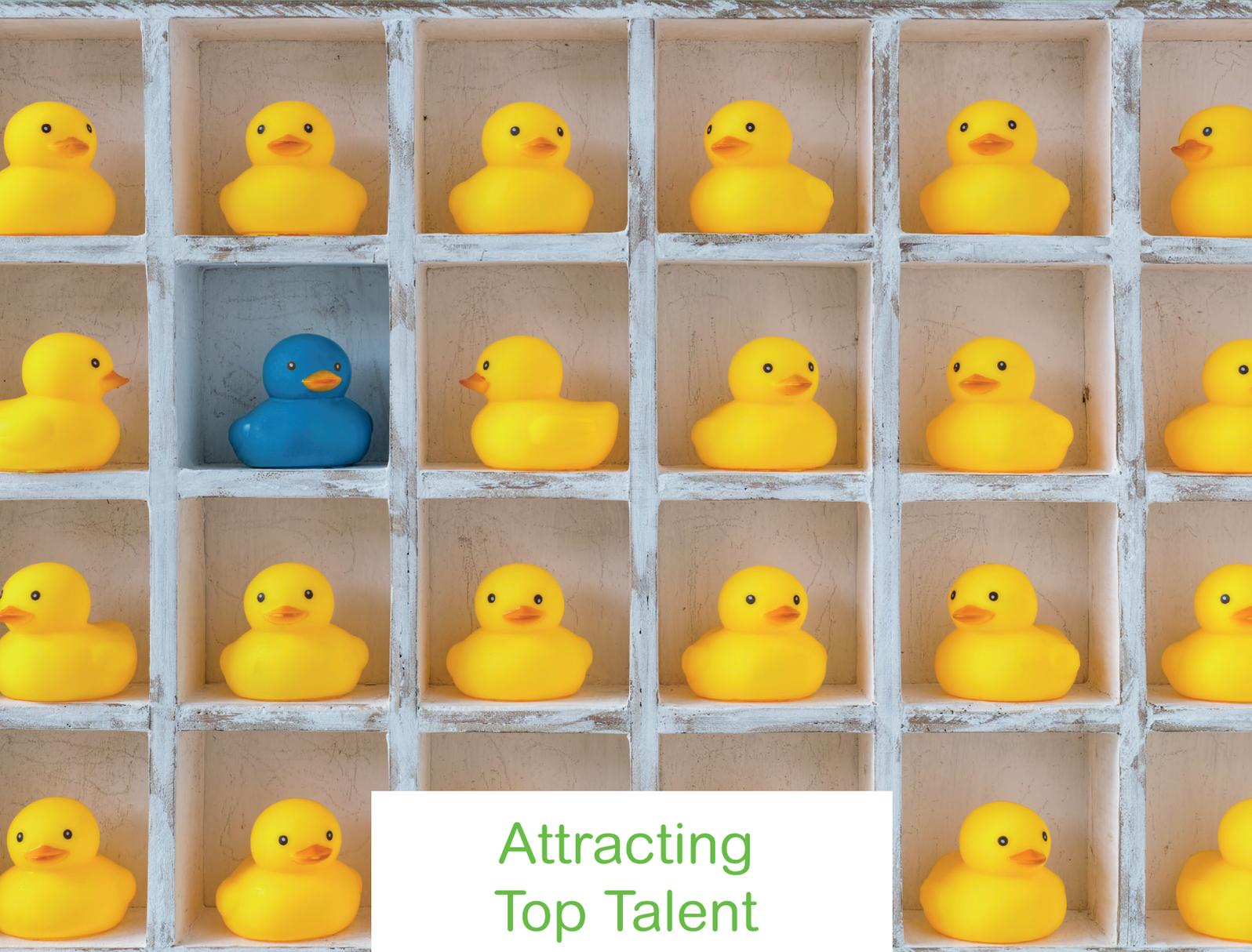


Understanding Talent

Attracting
Top Talent

Introduction

This is an interesting time for recruiters, albeit a challenging one. With unemployment at its lowest for over a decade, candidates are faced with less competition for more roles. Yet at the same time, the tumultuous political landscape has caused many to believe that the labour market is going to change and unemployment may rise, encouraging cautious behaviour from employers to candidates alike.

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To help employers and recruiters navigate this tricky recruitment landscape, we have undertaken extensive research to better understand how jobseekers want to be approached, recruited and hired. Why? Because 75% of UK employers told us that they are struggling to hire the best talent and at totalJobs, we know that an informed recruitment strategy makes all the difference.

Through feedback from over 3,000 UK job seekers and 100 employers and recruiters, we have found an apparent disconnect between what an employer offers and what a potential employee wants – and vice versa.



This series of reports aims to identify ways of closing the gap, so employers are better equipped to hire the talent they need and candidates can find jobs they love. We are going to help you to think like the talent you want to attract. By understanding who they are and what they want, it'll be easier to tailor your recruitment approach accordingly.



Attracting talent

For this, our first report in the series, we'll focus on the beginning of the recruitment process; talent attraction. Are recruiters failing to present their employer brand effectively? Is the approach of telling a candidate what's expected of them outdated? Should you focus on culture over progression? What makes talent sit up and take notice of your job?

How do job seekers search and apply for jobs?

One of the first steps towards landing a new job is, of course, to look for one. And to do this, candidates are searching for a role across a range of channels – from recruitment websites and recruitment agencies, to social media and chatting to friends or family. According to our research it appears that some recruiters might be focusing their efforts in the wrong place. For example, 84% of employers told us that they use their company website to advertise an available role. However, just 15% of job seekers would hunt out a job via a corporate website.

53% of recruiters also say they use professional networking sites to attract talent, but this approach was only favoured by 24% of candidates looking for their next role. Where there is agreement however, is the effectiveness of generalist recruitment websites. 57% of job seekers use generalist job boards to search for roles, matched by the 59% of UK recruiters who also use them to advertise their roles and search for candidates. Many jobseekers also turn to recruitment consultants, or find out about opportunities through word of mouth- via friends and family or social media.

The top 10 routes that candidates take to hunt for jobs





Boost the impact of your advertising

Advertising available roles is the key element to attracting talent. It's the opportunity for employers to sell not only the role, but the business too. However, as any good recruiter will tell you, there are several subtle differences between a successful advertisement and an unsuccessful one. Get it right and you have the potential to attract your ideal candidates. If not, your dream employees will pass your business by.

We aren't suggesting you need the same budget, scale and creative flair as the John Lewis Christmas ads, for example – although Buster the Boxer featuring as the office pet may go down a treat with some candidates! But what we can take from big brand ad campaigns is that they work really hard to identify what their audience wants to hear, what it is about the brand or product that will appeal most, and which emotional triggers to pull – while making sure they communicate this clearly in the content of their advertisement. The same approach can be applied to job advertising.

Along with the job description and location, when asked what attracts them to a job advertisement, 32% of candidates identified the company culture, and 43% said working hours.

Our research has shown that despite the current candidate-led landscape, when it comes to job advertising, some recruiters still take the tried and tested route; "We explain the role and tell the candidate what we want from them" ... But is this enough? According to our study, probably not. Along with the job description and location, when asked what attracts them to a job advertisement, 32% of candidates identified the company culture, and 43% said working hours. In other words, the elements that positively impact the candidate as an individual and set your role apart from the competition.

What essentials should you include in your ad?

To give us an even clearer picture of what jobseekers look for in an advertisement, we can break the research down into more granular detail. A third of respondents look for training and development opportunities (34%), and career prospects (29%). If you aren't highlighting what you can offer to help potential employees grow and learn, and are instead focusing on what you want from them – you may be missing a trick.

Flexibility is also key. One in three people are looking for a flexible approach to working hours or benefits – the days of one size fits all are over. In particular, younger jobseekers clearly have different priorities to older candidates. When asked what attracts them to a role, just 47% of jobseekers aged 25-29 said working hours, and 48% said location. This is quite a contrast to candidates aged 60-64, who saw working hours and location as far more of a priority (57% and 67% respectively).

Hiring the right people for the culture of your business has a direct impact on their productivity and retention. If a new

hire doesn't get along with everyone, or they feel like they don't fit in, chances are they won't stay long. That's why including information about your working environment and company culture is helpful – and something that more than a third of jobseekers said they look for in a job advert.

Salary is naturally an important factor for everyone but there is some variation here too. Above any other age group, 30-34 year-old jobseekers were more likely to be attracted to a role based on salary than anything else. Interestingly, it was the 45-49 year-old age group who were least attracted to a role by money, with just 59% of respondents identifying it as a priority.

All of this proves one thing. That in a competitive skills market, it's vital to offer more than just a job description and to think carefully about what the talent you want to attract will be looking for in their next role; talented candidates are looking for the whole picture of what working for your business will entail.

Your formula for the perfect job advertisement

Top 10 things that attract candidates in a job ad



Mobile marketing?

When attracting the top talent, getting the job ad content tailored to candidate's interests will make all the difference in attracting the best talent. It is a redundant exercise however, if a potential employee can't read or respond to your advertisement. Mobile devices are now embedded in our culture, and 70% of respondents said they used their smartphone to hunt for a job, with a very significant 40% saying they use it above all other channels. It's interesting then, that less than half (47%) of the employers we spoke to said their company websites and application processes are optimised for mobile. How much talent are they missing out on?

This means that nearly half of the UK's employers could inadvertently be alienating two fifths of the talent pool simply through the technology they use! The message is clear – if you want to attract applications then make sure your job advertisement appears on mobile optimised platforms, whether that's your own site or that of a supplier. For the jobseeker, the search and apply process should be seamless on mobile.



John Salt comments,

“Totaljobs' technology is built with mobile first. Candidates can seamlessly search and apply for jobs via the site on a mobile device, radically increasing the number of candidates that complete the application process. We invest continually in our tech and products, to ensure that they deliver what the candidate wants. So employers can be confident of a strong number of quality applications to their jobs on the site.”



Application tracking systems

If you need help to manage your recruitment needs, Application Tracking Systems can be useful tools that help employers manage their candidate flow. As well as tracking the number of applications received, ATS systems can enable the management of the candidates through your recruitment process, and help you understand where your applications are coming from. The downside however is that recruiters typically lose up to 80% of applicants if they channel candidates through an ATS that is not optimised for mobile. Totaljobs has created a new, free to use product called ATSi Apply, which when enabled by your ATS provider, will allow candidates to flow unimpeded via mobile – significantly increasing the success of your recruitment campaigns.

Attracting talent isn't an exact science, but nor should it be left to chance. Lots of employers are still behaving as they did many years ago, when the market was rich with candidates and jobs attracted plenty of applications. But times have changed, and employers are having to change their approach accordingly. We think there is a fairly simple rule to follow when looking for the best candidate – use your job advertising to show them what they want to see! Whatever a jobseeker says they are looking for - details on culture, flexible working hours, benefits - make sure you are highlighting it. Present your employer brand clearly and think about what the candidate wants in their next role so you can ensure you are attracting top talent to your business. And finally, make sure you advertise through the same channels your candidates are using for their job search.

What's next? Look out for the second report in the Understanding Talent Series: Recruiting Top Talent.