



YOUR ULTIMATE GUIDE TO ATTRACTING CANDIDATES:

OUR 10 KEY POINTS TO CONSIDER DURING 'THE WAR FOR TALENT'



Guide Overview:

In today's competitive labour market, candidates now have the power. The war for talent is more prominent than ever before amongst businesses in the UK, and many are struggling to attract the right candidates.

Following this, it's becoming increasingly important for UK organisations to build a robust and effective candidate attraction strategy. The following guide pursues a variety of actions that can help to improve your candidate attraction strategy and land that perfect hire.

Included in this guide:

- 10 key steps to improving your candidate attraction strategy
- Industry studies and statistics
- Examples of Omega's attraction strategies



The need for a robust candidate attraction strategy



Last month (July, 2017), the availability of both permanent and temporary staff fell sharply, with the availability of temporary staff declining at the fastest pace in just over a year and a half, according to the Recruitment and Employment Confederation.

When you have a low unemployment rate and a growing economy, it's a job seeker's market. In July, the UK employment rate was 74.9%, the highest since comparable records began in 1971 (Office for National Statistics).

In employment terms, this is known as '[the war for talent](#)', whereby UK businesses are in a dog-eat-dog struggle, fighting for the best signatures to bolster their teams. In order to stand out from competing organisations, companies are now focusing on developing and building lucrative candidate attraction strategies and ensure the best candidates (both active and passive) are keen to join their ranks.

Employers need to demonstrate, more than ever, why they are the company to work for. In this time of struggle, failure to act may result in an inability to grow, and even meet existing demand, ultimately resulting in poor customer and investor relations.

This guide is designed to help you understand *why* a robust candidate attraction strategy is essential to any business, and, to make it easier for you, we've included ten of our key steps to consider when attracting candidates:



1 What do your salaries look like?

One of the first aspects that almost every organisation looks at when trying to attract candidates is the idea of increasing salaries. This, however, is not necessarily always the right solution.

A recent UK study has found that companies which are competing in local labour markets for entry-level employees (those without specialist education or skills), pursue different approaches to recruitment and wages.

Given the large attrition costs in these companies, and the sensitivity of recruitment to wage levels, the study examined whether higher wage rates could be expected to reduce attrition. It then considered whether the higher costs incurred by paying higher wages could be offset by lower attrition costs.

In other words could the companies reduce their total labour costs by paying higher wages?

The workplaces in the study that had the highest earnings relative to their local labour market had the lowest attrition rates (around 43%) while those which had the lowest pay levels relative to the area had the highest attrition rates (around 85%).

The study suggests that on average, increasing wages by 10% reduces leaving rates by between 15% and 23%. The lower staff leaving rate in turn reduces turnover costs by 11.5% to 21.5% of the wage bill. Therefore, in most companies lower turnover would not be sufficient to offset the effect on the wage bill of higher earnings.

Key Employer Action:

What we're trying to say is, yes, increased salaries are most likely going to attract candidates, but it's worth doing some research into whether the reduction in attrition costs are of higher value than the increased wage bill.



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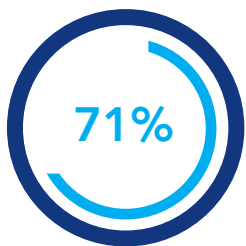
Introduce or enhance current job perks

Companies are calling them ‘the secret weapon in the talent war’, but how effective are employee benefits when attracting (and retaining) candidates?

According to a UK-based candidate survey, 78% of British workers would be more likely to apply for a job if the advert mentioned the benefits and perks on offer. However, the same survey found that fewer than half of UK-based job adverts (47%) included any information on added benefits or anything alike. In a candidate-driven market, companies need to do everything they can to ensure they stand out from their competitors, with job perks becoming the battleground.

Especially in a working world, where Millennials will represent 35% of the global workforce by 2020, quirky and innovative job perks can be the winning difference between you and your competitors. It’s important to note that your job perks should reflect the business (and its core ethics) and the industry in which it operates, for example, very much like the engineering industry in which Omega Resource Group operate, our employees finish early on a friday!

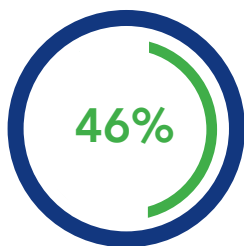
We’ve listed some of the most popular workplace benefits, amongst UK workers:



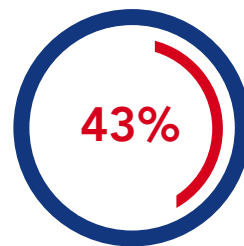
Flexible working hours



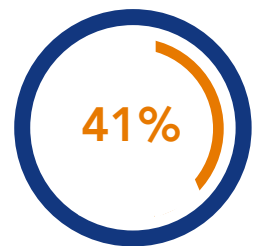
Work-from-home options



Unlimited paid holiday time



Company car or free transport



Weekly free lunches

Key Employer Action:

Who is your audience? Employee benefits and job perks should be tailored to suit your employees in what they do, where they operate and how they operate. Consider asking your current employees on their thoughts!



3

Does your organisation have an Employee Value Proposition (EVP)?

Often known as the ‘unwritten contract’, celebrating and promoting your organisations’ EVP can help to attract skilled talent, based on shared characteristics.

In addition to retaining your employees, a company’s EVP can help to attract those passive and active candidates that closely match the characteristics of your business. Your EVP is about defining the essence of your company, how you’re unique and stand out from your competitors, and the balance of the rewards and benefits that are received by employees in return.

Having a strong EVP helps to provide a consistent platform for employer brand communication, giving candidates an opportunity to relate to your business even before an application has been made.

Our EVP has four key pillars:

<p>Work Environment</p> <ul style="list-style-type: none"> - Thriving office - Correct tools - Flexible culture - Trust - CSR - Shared goals 	<p>Career Advancement</p> <ul style="list-style-type: none"> - Transparency - Online portal - Training plans - Progression - EPM - TNA 	<p>Recognition & Reward</p> <ul style="list-style-type: none"> - Remuneration - Tailored perks - ‘Well done’ - Equality - EOTY 	<p>Well Being</p> <ul style="list-style-type: none"> - Fitness - Healthy diets - Approachable - Balanced - Flexible
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Key Employer Action:

If you don’t know your EVP, find out! What does your brand represent? What are your key characteristics? Create or develop an EVP that candidates can relate to, and then promote your very own EVP recruitment campaign!

4

Promote your culture & CSR activities

Approximately 80% of Millennials examine culture fit with potential employers before applying to and accepting jobs (Glassdoor for Employers, 2017).

Your company culture is one of the many aspects that brings the best out of your employees. An employee with a strong cultural fit will thrive in the environment that suits them best, become more engaged, and add more value to the business.

In terms of attracting candidates, it's important that you promote your company culture. It's one of the key characteristics that defines your company and, if promoted correctly, will attract not only a great deal of candidates, but also those candidates that share similar ethics. As an example, career and personal progression is a big part of our company culture, and as a result, we exclusively promote this as a major selling-point on our [careers website](#) and [promotional videos](#). This tends to attract those that are looking for rapid career progression, often determined and hard-working individuals that suit the dynamic environment.

Your CSR activities are also an important attraction tool for candidates. Not only will passive candidates recognise your positive social and environmental impact, but you will also create a sense of satisfaction and social well-being for current employees.

[Find out more about our involvement with Orla, a young girl born with Cerebral Palsy.](#)

Key Employer Action:

The key here is to attract those candidates that suit your company culture. Ensure that your website/social media is regularly promoting company characteristics that differentiates you from your competitors. Try also to ensure regular involvement in local charities or fund raisers!

5

What are employer review websites saying about your business?

Following a monumental surge in internet users, candidates today can rely on online peer-review websites for information on their prospective employers.

Review sites have come a long way from merely providing unhappy employees and rejected job seekers with a place to publicly express their grievances. In the last few years, these websites (and their user-base) have matured to be reliable sources of insider information for candidates looking to join any organisation.

In an age where branding and company culture are becoming key differentiators when attracting skilled talent, employer review sites are an excellent alternative for candidates to research on and gain 'intel' on the fundamentals of life working at your company.

The same applies to social media accounts. Facebook is now a key medium for individuals to learn more about your company, news updates, promotional activities and company reviews. When communicating to your customers via Facebook, it's always important to reply to any queries in good time, as better customer service will significantly increase the chances of them leaving a positive review.

Collecting feedback is an essential way of improving your chances of attracting the best talent and focusing on areas that need improvement. At Omega, we are completely open to employee feedback, with a suggestion box available to all employees. Additionally, our 'Customer Excellence Programme' involves collecting feedback from our clients and candidates, and establishing a Net Promotor Score (+85), which we promote on our social media accounts and website.

Key Employer Action:

It is important to begin with an internal feedback scheme, allowing you to focus on what your employees like (and sometimes, dislike) about working at your company. Maintaining strong employee morale will increase the likelihood of positive reviews from both your employees and customers.

6

Review your company website

Your company website may be the first real interpretation that a candidate receives about your business before applying for a position.

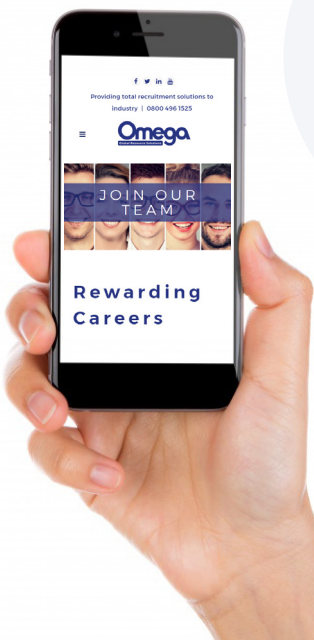
In this context, first impressions really do make the difference. On first glance, if your website is beautifully crafted, easy to navigate and provides the necessary information that candidates are looking for, you're already one step ahead of your competitors.

If you are recruiting for a variety of positions, ensure that you include a detailed description of each vacancy to prevent confusion between roles. A 'careers' page or 'join our team' page is often necessary to include background information on your company (benefits, success stories, employee events, etc.) and to ensure that the vacancies don't get lost amongst the descriptive content on your website.

If you haven't already, ensure that your website is mobile-optimised. As a recruitment company, we cannot stress enough how important it is (especially considering today's mobile usage) to host a mobile-optimised website for job applications.

We have provided an example below of both a non-optimised and optimised website:

Mobile-optimised



Non-optimised



Key Employer Action:

We recommend that an internal team with a mixture of employees from various departments/divisions are responsible for a quarterly review of your company website. If improvements are required, allocate the necessary resources in order to rectify the problems and ensure 100% user friendliness. Oh, and use videos! People love videos.



7

Ensure your facilities are appealing

You might have an outstanding business model, but without the facilities and appealing work environment to back it up, you may struggle to attract the right candidates.

When you're recruiting, you need to keep in mind that they will be spending the majority of their day/week/month within your workplace. Your new hires need to feel comfortable, at-ease and able to take a break in an appropriate space when and where necessary.

We ensure that all of our facilities are kept up-to-date, clean and most importantly, accessible. It's important to be able to reassure your candidates that you have the appropriate facilities to cater for their everyday needs, for example, some of our employees run or cycle into work, and therefore are provided with a shower, changing room and common room area to be able to enjoy their breakfast in a communal area.

Depending on the industry and/or size of the business, some facilities may be more necessary than others, but as long as your employees are provided with the facilities that cater for their working-life needs, your ability to attract candidates won't be damaged.

In addition to welfare facilities (toilets, drinking water, rest area, etc.), other facilities may include digital training programmes or management tools that aid in the success of an employee in a specific position. In terms of attracting the right candidates, facilities that can help them to improve and develop in a specific area will act as an added bonus and may be the difference between your competitors. At Omega, we offer free additional role-specific training for employees that request it or feel it would add further value to their position.

Key Employer Action:

We always like to make sure that our employees are content with the facilities provided to them, through our 'Employee Engagement' team. Our recommendation is to ensure that all of your current employees are provided with the necessary facilities, and look to expand/invest if you agree that it'll add value to the workplace and wellbeing of your employees.



8

Review the competition

In today's candidate-driven market, competing businesses are always on the lookout for passive candidates, including your employees.

Gaining competitive intelligence by monitoring rival businesses is an excellent way to help you understand and plan your attraction strategies. Keeping up-to-date with your competitors' behaviour will give you the upper-hand, allowing you to anticipate what they will be likely to do next.

What campaigns are they rolling out? What mediums are they using? Strategise your candidate attraction plan and ensure that your campaigns and promotional content are more appealing than that of your competitors. Whilst this will help you to draw the active candidates away from rival businesses, it will also allow you to keep your employees and win (not steal) employees away from your competitors.

You might also choose to analyse not only how they're selling their business, but what they're selling. Salaries are not always the largest incentive to join a business, in fact, employee benefits have a higher value/cost yield to employees than salaries.

At Omega, we are always on top of our competitors, and as a result, enhancing our employee benefits, ensuring that they are more appealing than that of our competitors. For example, following the introduction of group training plans from various competitors, our training benefits have been enhanced to exclusive, individual training in a variety of areas, ranging from career, academic and personal development.

Key Employer Action:

You don't have to spend money on market research to analyse your competitors. Visit their websites, social media accounts, employer review sites and understand what their doing right/wrong and learn from their actions.



9

Push and promote employee success stories

What could be more appealing to a candidate than seeing a current employee's journey, progression and success?

Possibly aside an attractive package and benefits, there's nothing more a candidate wants to see than employee success stories at a business. Stating the possible progression at your business is one thing, but highlighting the journey and success of various individuals within your organisation is another.

Proving that your business is open to promotional opportunities will attract those hard-working individuals that thrive on 'climbing the career ladder'. Whilst this audience may not be appropriate for all businesses, it certainly applies to the majority of organisations that operate within a 'tall' organisational structure.

Omega's organisational structure provides a vast array of promotional opportunities for our employees, both within the same division or expanding into another specialism.



Watch our latest employee video, featuring Kris Smith (6 promotions in 7 years), Larisa Ostrovschi (4 promotions in 4 years) and Harry Vallender (3 promotions in 4 years).

Key Employer Action:

If you've got an employee (or employees) that have achieved numerous promotions or has an outstanding achievement whilst working within your organisation, promote it! Make candidates (and everyone else, for that matter) aware of the opportunities at your company. Candidates can relate to real-life scenarios and rely on proof that they can be successful at your business!



10

Partner with a specialist recruitment company

Candidate attraction is all about brand exposure, so why not have double the exposure?

There is a common conception about recruitment companies, one that's not entirely accurate. Traditional recruitment agencies source and supply candidates to fill vacancies, however, the modern, specialist companies provide an innovative and multi-solution response to said conception.

The successful recruitment companies now act as a business partner, rather than a supplier. In terms of candidate attraction, a recruitment partner can significantly widen the scope of awareness, using modern added-value solutions including; microsites, digital marketing platforms (Google Display Network, Adwords, PR programmes, etc.), social media and more.

Thanks for taking the time to read our guide. We'd love to know your feedback, and are happy to answer any queries or questions you may have following the download.



So, who are Omega Resource Group and how can we help?

Founded in 1998, Omega Resource Group is an award-winning recruitment company that is part of the Passionate About People Group - a group which provides the very latest in staffing resource solutions.

We understand that the ability to attract candidates for any organisation during the 'war for talent' is a struggle. Our candidate attraction methods are driven by our passion to provide the best talent for our clients, including: Honda of the UK Manufacturing Ltd, Delphi Diesel Systems, AKKA Technologies and more.

For further information on any queries regarding candidate attraction, or any alternative recruitment services, please contact myself (Rick Towers, Divisional Director) on:



T: 01453 827333

M: 07976 663821

E: rick.towers@omegaresource.co.uk

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