



THE FUTURE OF RECRUITMENT:

WHAT YOU NEED TO DO TO KEEP UP



Guide Overview:

We know that digitalisation has completely transformed the employment sector. This change has posed a real challenge to recruiters working within the manufacturing & engineering sectors.

So how can you maximise your chances of attracting and hiring the right candidates in these sectors?

Included in this guide:

- Evolving and refining online processes
- Integrated application systems
- Making technology your friend
- Going mobile



As with just about every other aspect of employment, digital has completely transformed almost every facet of recruitment – and shows little sign of reducing its influence any time soon. This obviously offers a real challenge to anyone working to recruit the most valuable candidates, particularly in sectors such as manufacturing and engineering – not sectors as immediately attractive to millennials as, say, technology. So how can you maximise your chances of attracting & hiring the candidates you need? Here are four areas worth looking at:



1

At the very least, make sure you're continually evolving & refining your online recruitment process. You can do this on several fronts. Most notably, ensure that your own digital presence is as polished, engaging and appealing to the people you're seeking to attract (after all, the best candidates will be researching you as much as you'll be researching them.)

Identify any periods of time that might dictate staffing requirements such as busy periods, increased sales, seasonal changes and upcoming project deadlines so you're fully prepared when the time comes.

Obviously, that digital presence can include a whole range of social platforms, but – at the very least – make sure that your company's own website and your LinkedIn presence is well-written & designed, informative and up-to-date (there's nothing more off-putting than seeing a company's last blog post was about their Summer Away Day in 2014, for example.)

What's more, maintaining an active & engaging LinkedIn presence can also raise your company's profile amongst other LinkedIn users (who, don't forget, will often be those actively looking for a new job). And staying with LinkedIn, it's rapidly taking the place of a more traditional CV, with candidates actively encouraging previous employers to supply recommendations. So if you're not currently using it to get to know a potential employee better, start now.

And speaking of getting to know a candidate better, another trend we're seeing more and more is the rise of the video interview. In our view, there's several advantages to interviewing a candidate over Skype or FaceTime (rather than a phone or face to face meeting), not least the fact that they can be easier to arrange & fit into a working day – and can, in some cases, mean that you're able to talk to a particularly interesting candidate faster than arranging an actual meeting. Which, when they'll potentially have several other job offers on the table, could mean the difference between hiring a real star and losing them to the competition.

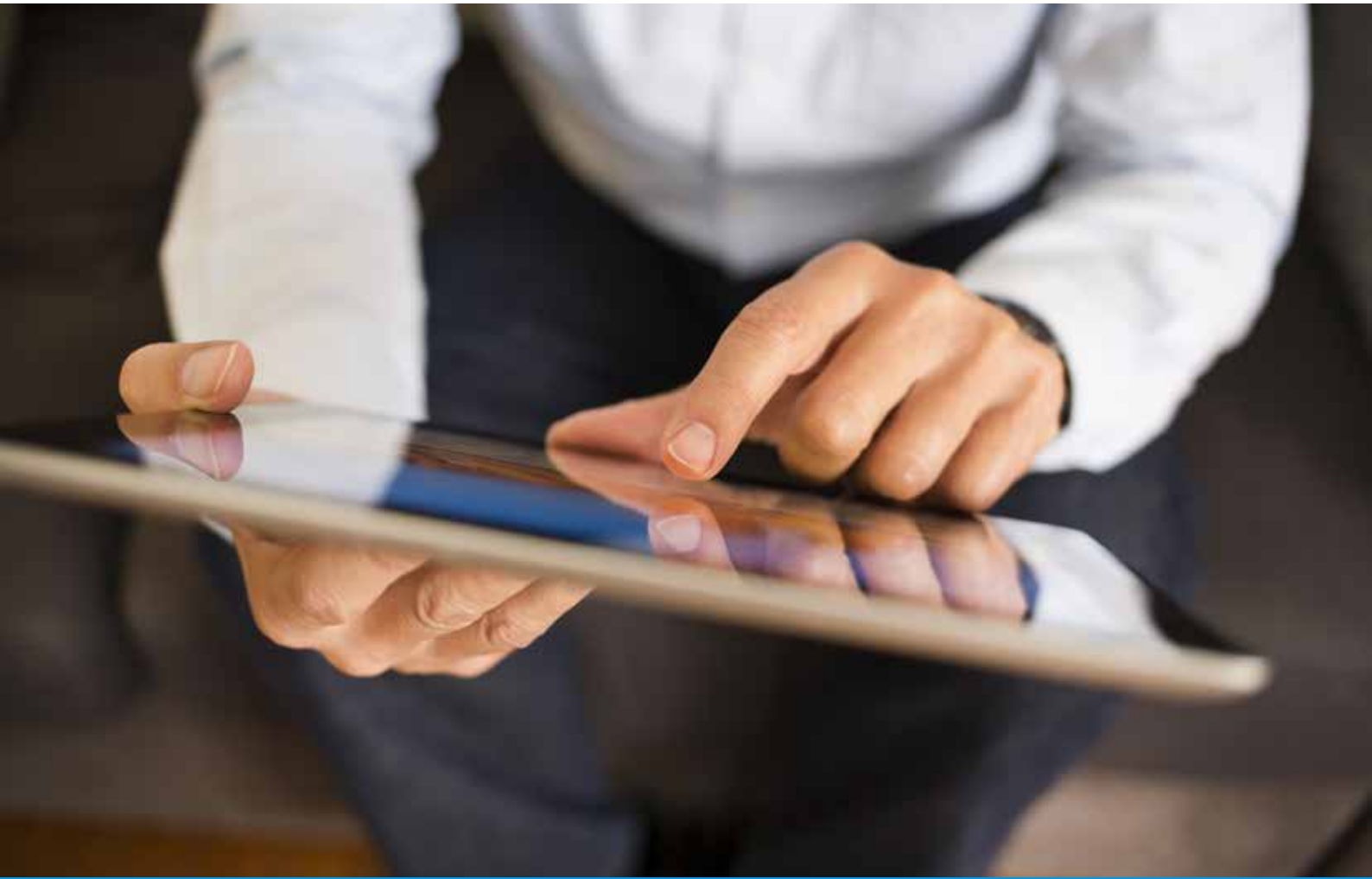


2

Evolving your digital recruitment process should, if anything, be a given. Your next focus should be ensuring that you're thinking and acting mobile-first. After all, the tipping point from people preferring mobile to desktop when they access their email took place some years ago. So are you keeping up?

For example, is your current website – and your jobs board, in particular – mobile optimised? Think about your own percentage of time spent on a desktop platform versus using your phone – particularly in downtime, like travel or in the evenings. And, more importantly, the times you've given up trying to read a website on a train because it wasn't mobile optimised. Now imagine that's your dream candidate giving up on your own website.

The same goes for your application process. Could you do every step of that on your phone – without having to put up with long load times? How easy would it be to fill in each box or upload a covering letter or CV? First impressions matter, after all. And if your application process is disappointing – or even impossible – when viewed on a phone or tablet, any goodwill or interest you might have generated from your website can soon evaporate. If in doubt, try it yourself – and if possible, across a variety of devices.



3

We've established that candidates now assume and expect applying for a position online to be simple & straightforward. So it's not surprising that more and more companies are using an integrated platform to handle every stage of the application process.

Usually incorporating an ATS (Applicant Tracking System), these bespoke platforms don't just help companies manage the process more effectively – many will automatically keep you informed as to which of your potential candidates have agreed to interviews, returned important documents etc – they also make it easier for the candidates. Especially when your systems integrate with a cloud storage provider, making it simpler for candidates to upload their CVs from a smartphone.

And as we've already talked about, the more you can demonstrate to a valuable candidate that you're as tech-savvy as they are, the more likely they are to be attracted to your company and less likely to drop out.



4

Of course, that assumes that every potential candidate is currently actively job-hunting. And while that might be the case with a sizeable percentage, they'll also be a substantial number of passive candidates who aren't actively looking. But that doesn't mean you can't talk to them, of course – and again, tech can be your friend here too.

We've already discussed LinkedIn's importance as a profile-raising tool; if you've got any new contract wins, you're appearing at any trade shows or perhaps one of your team is able to write a quick thought-piece on a current issue – all these things can become content that you can add to your company's LinkedIn page, raising your profile within your sector and among potential employees.

Similarly, if you're able to devote the time to maintaining a profile on channels like Twitter or other online communities, that can also grow your profile – including raising its all-important SEO ratings. As with your company's own website, however, the key here is not to over-reach yourself. Far better, in other words, to maintain one channel well, than only update three or four channels sporadically. You never know which site a jobseeker will look at first, after all. Finally, sites like [glassdoor.com](https://www.glassdoor.com) are a great way to keep potential and future candidates informed about your company – and another way of raising your online profile.

Four areas to think about,
four ways to help you stay ahead of the
recruitment curve.

And if approaching them all seems a little
daunting, don't forget that even exploring just
one or two could make a real difference.

And in a market where the best candidates can
pick and choose, those incremental gains
could soon pay off.

Do you need help with your
recruitment?

Get in touch with
us today