FINDING THE RIGHT CANDIDATE

PRACTICAL TIPS, TRICKS, & BEST PRACTICES FOR FINDING AND KEEPING THE RIGHT CANDIDATE FOR YOUR ORGANIZATION.

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PLACING THE RIGHT PERSON IN THE RIGHT ROLE

FINDING THE RIGHT CANDIDATE FOR A ROLE YOU'RE TRYING TO FILL IS A DIFFICULT TASK; ESPECIALLY IN TODAY'S JOB SEEKER MARKET. WE KNOW EMPLOYERS WANT TO HIRE THE RIGHT PERSON FOR THE JOB BUT OFTEN AREN'T SURE OF HOW TO WRITE A JOB POST THAT WILL ATTRACT THE TOP TALENT THEY DESIRE.

The unemployment rate has been steadily declining and most recent data from the United States Department of Labor has the rate at 4.1%. Meaning today's employers are facing the challenge of hiring in a job seekers market. This means there are more jobs available than people available to fill them, giving the job seeker more choices when deciding upon a position. It is important that you make your company stand out through job posts that will bring in the candidates best suited for the roles you're trying to fill.

This guide provides the tips, tools, tricks, & best practices for finding the right candidates for the roles you're trying to fill. You'll gain insight associated with recruiting top talent including: how to write effective job posts, utilize Facebook as a recruiting resource, optimized job postings on Indeed, the benefits of utilizing a staffing agency, & conduct applicant assessment testing. By following this guide, you'll be attracting top talent in no time!

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BEST PRACTICES WHEN WRITING A JOB DESCRIPTION

Before great candidates can apply, you'll need to grab their attention by writing a job description. When writing an effective job description, it is important to make it relevant and realistic to the role itself. Some best practices for writing a job description include:

- Ask individuals who are already functioning in the same or similar position what their daily tasks and expectations are.
- Call it what it is - if it's an office manager position don't call it an "office superstar."
- Keep the title short yet specific - research shows the click rates for a job post are higest when the position title contains 51-60 characters & sharply drops over 60 characters.
- Open the description with a strong attention grabbing but concise paragraph.
- Be honest about what the functions & expectations will be - if you aren't, you risk attracting the wrong types of candidates for the job.
- Keep the job description concise, no need for a novel here - research shows the most clicked on job postings have a character count of 501-1000 characters.
- Relay some of your company culture - benefits, working environment perks, etc.

The obvious goal of writing a great job post is to attract & hire a candidate who will be able to best perform the essential functions & expectations of the role. However, hiring is only half the challenge - retaining your top talent has become more difficult since we are in a job seeker's market. Employees feel confident if they leave their position due to unhappiness or job disappointment they will be able to find a better fit.

Losing an employee is a big deal! The short of it is that it costs an employer both financially & culturally when an employee leaves. Be sure to check out our Guide to Increasing Employee Retention to learn what employees need to remain with your company.

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FACEBOOK AS A RECRUITING
TOOL

Facebook is a great way for employers to post jobs. Facebook job posts have the added benefit of giving you the power to drill down to your exact target audience. These targeted ads allow recruiters the advanced opportunity to use demographics to hone in on the exact type of candidate desired. Employers can post a job that reaches a specific geographical area, current places of employment, & by interests people have listed on their profiles. Employers should note that while targeting ads by job titles people may have listed on their profile, it may become too specific for Facebook's algorithms & you won't be able to accurately target your post for the most reach.

Facebook job ads also provide employers with benchmarks for success by measuring post engagement, cost per click, & impressions. This is beneficial data for an employer as you decide on what your budget will be for targeted posting. When using Facebook to create job posts, it is important to have a plan on how you're going to process the incoming applications. Since the ads are targeted, the chances of you recieving quality applications is higher, but if you don't have a plan in place on how to collect and process those applications you might still fail in finding the right candidate. If you're struggling on how to filter these applications talk to your recruiting or marketing team, they would be happy to help streamline the process!

Legality is another important factor employers must consider when posting targeted job ads on Facebook. While Facebook has the capabilities to target people by age and gender it is illegal & unethical. DON'T DO IT! Always be sure to check with Facebook's policies as well as review your own companies policies & list of ethics before creating targeted job ads on Facebook.

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POSTING ON INDEED
EFFECTIVELY

Indeed is another popular medium employers use to post job openings. Indeed is great for reaching the masses. However, there are best practices for optimizing content that will attract the candidates who will be best suited for the position.

Most importantly, you'll need to establish a budget before posting a job to Indeed. To have a sponsored job posting that will reach the most people, you'll need to plan to spend at least $100 per job to keep that post live. If your company is looking to hire more than one position, it is better to post a group of sponsored jobs rather than a single position. This allows you to stay in the $100 budget while still promoting your various positions. Indeed uses the "pay-per-click" pricing model, meaning you are only charged each time someone clicks on your posting until you have maxed your budget. You can also post a job for free but it will only appear once when a candidate performs a job search & won't reach as large of an audience. It should be noted that Indeed can be problematic when filtering good candidates from poor ones. This means you should be monitoring the rate of views to actual applications, & also the rate of good applications leading to qualified candidates. It is best to optimize your job post until you have at least a 3% click through rate.

Google for jobs is on the scene these days now too. Google for jobs are listings that appear when a candidate performs a Google search for a job title. These jobs appear before a candidate ever has to enter a job hosting website, like Indeed, making it a great place to post your openings as well. When posting to Google for jobs there are best practices to follow. Employers must be sure to use more than one keyword and use long-tail keywords when writing the job title & description. This helps ensure your job will be posted near or at the top, making it visible to the most people.

Is your job post failing to show the level of traffic you were expecting? You can always defer to your marketing team, they will be able to post & optimize the ad for you!

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THE STAFFING
AGENCY

Utilizing a staffing agency is another excellent option for finding the ideal candidate to fill your open positions. You need qualified candidates to help your business succeed, however, finding & interviewing these candidates can be time consuming & expensive. The biggest (& super cool) benefit of a staffing agency is the pool of candidates available through minimal to no effort on your part.

A staffing agency also provides a great way to help screen for ideal candidates through the use of applicant assessment testing. This can either be done pre-employment or during an interview. Applicant assessments are a great way to test if an applicant has the necessary skills and competencies required for a given position. There are multiple types of tests an employer can require including: personality, talent, cognitive, language proficiency, pre-employment physical, & drug screens just to name a few. These assessments can help filter good candidates & poor ones before you invest in them as an employee.

Choosing the right staffing agency is also mission critical for finding the right candidiate. Here at Workbox Staffing, our employee screening process ensures we only match the best candidate to a specific position. This means you can be confident that the candidate filling your open position is going to be a great fit!

JOB POSTING CHECKLIST

- [ ] Give the position an attention grabbing but honest title
- [ ] Write the general summary of the position
- [ ] Cleary state the benefits or any perks of working for the company
- [ ] List the duties & responsibilities of the position
- [ ] Clearly state the requirements of the job (education, physical requirements, certification(s), etc).

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