



Advice from the Recruiters' Roundtable

How has 2021 treated you? If you're like most recruiters, you've found labour shortages have created new headwinds; more sourcing, fewer candidates, and longer times to hire. We hear you! That's why we sat down with our recruiting team and did a round table to isolate some of the winning moves that are working right now.

SEPARATE SOURCING

These days, sourcers need to stay focused on the art and science of their trade. This means no pre-screening, no interviews and only necessary meetings with the hiring manager or client. When sourcers can focus on research and generating passive and active candidates, they can keep the recruiting funnel full.

ACTIVE HIRING MANAGERS

Hiring managers can no longer sit idly by and wait for stacks of resumes to review. They need to be engaged, giving feedback to the recruiters, and responding to candidates. As hiring managers build relationships, they can engage those passive candidates or the "maybes" on the list and build an ongoing conversation.

PRECISE TARGETS

Recruiters should be carefully analyzing the job descriptions, asking lots of questions, and building candidate personas so the marketing is laser focused on the right talent.

SPECIFIC INFORMATION

Candidates are telling us they appreciate it when recruiters share specific information, such as the types of projects or clients they would be working with and how their unique talents will help the employer build its bench strength over the long term.

DIVERSE PIPELINE

Reduce unconscious bias by training hiring managers and having multiple stakeholders review and short-list resumes.

LESS PRESSURE

Passive candidates are open to exploratory conversations with recruiters and employers. With less pressure to apply for a specific role, this allows time to assess fit and build the relationship in an informal setting.

CLEAR VALUE

While most employer brands have an overarching value proposition, it's important in these times to also have one for the role itself. A good value proposition should answer the question: why should I take this job? This helps recruiters check for alignment and close the deal by understanding how the role supports the candidate's goals and values.

LEVERAGE PARTNERSHIPS

Connect with hidden applicant pools and build referrals through community partners, professional associations and relevant educational institutions' placement offices. Alumni groups may also generate referrals from more seasoned workers.

TIGHT FOCUS

We recommend recruiters work on no more than ten roles at a time. It's much more effective to move 10 postings a mile than to move 20 postings an inch.

LEVERAGE LINKEDIN

Encourage hiring managers and executives to build a great LinkedIn presence - more than 500 connections, regular posts and a robust profile. Their reputation and network can be invaluable for enticing passive candidates to consider the organization.

We hope these tips from our recruiters are helpful in these trying times.

Here's a quote that we find inspirational on those long days in the recruitment trenches: "Never tell me the sky is the limit when there are footprints on the moon" – Author unknown.

We work with some of Canada's best employers to help them find, grow and keep great talent. Our experienced team is happy to help you with your recruitment strategy.

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