

How to Attract Candidates?

2018 has been a challenging year for many companies when it comes to recruitment and most would agree that we are now in a candidate led marketplace, which can make hiring staff a challenge. As a direct consequence of this it is vitally important that when recruiting we ensure that we are attracting the very best candidates for any given job opportunity.

Coulter Elite Resourcing have put together our top 10 tips on 'How to attract Candidates':

1. **Do your research**—conduct some bench-marking with current candidates working in this role. This way you can ensure that your position is offering a competitive salary which will attract the right calibre of candidate
2. **Write a compelling job spec**—speak with the hiring managers from the department that this candidate will be working in, ensuring that the job spec represents exactly what the managers are looking for
3. **Assess internal candidates**—once the job spec is written, it is worth approaching internal candidates to offer internal promotions where possible, and upskill current employees who are wishing to progress their careers within the business
4. **Ask for recommendations**—friends and family can provide a unique source of candidates who would otherwise be overlooked. You never know, someone's old colleague may be perfect for your role
5. **Network with local candidates**—it is well worth attending local job fairs and business networking events to meet with potential candidates face to face which will allow you the unique position of selling your business first hand to interested parties
6. **Plan ahead**—if you are looking to attract a certain candidate group i.e. graduates, then make sure that you plan a recruitment drive to coincide with graduation dates
7. **Advertise**—if you've got the budget and time available then advertising can be a great shop window for you to market your new job opportunity
8. **Act Quickly**—make a shortlist and aim to interview all candidates within a week as this will reduce the risk of losing interested candidates
9. **Be flexible**—if you have found the perfect candidate but they need some flexibility with the role ask the managers and discuss the possibility before dismissing the idea
10. **Accept help**—agencies can provide you with a unique and a specialist group of pre-interviewed candidates so give Oliver a call to lend a helping hand

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