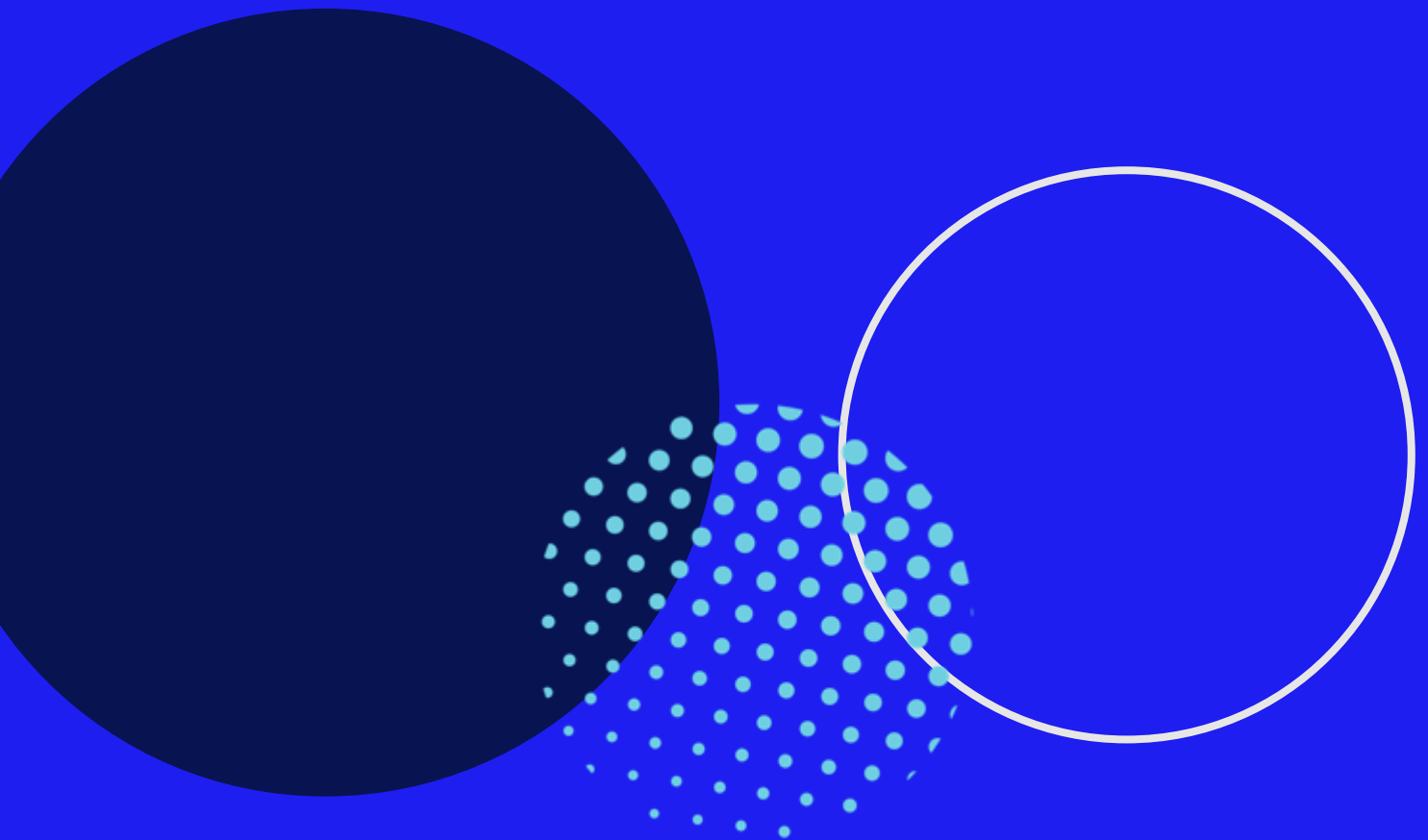


Reed in Partnership



Recruitment Hints & Tips

January 2024

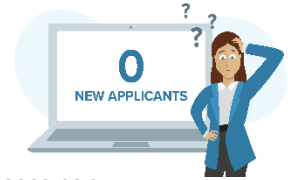
reedinpartnership.co.uk

**Services that
change lives
for the better**



Reed in Partnership offers fully funded recruitment support to employers of all sizes across County Durham. Working closely with employers to fill their vacancies with the most suitable candidates means that they have an expert understanding of how to attract and retain the best talent to any organisation.

Here are a few Hints & Tips to consider when advertising your vacancies.



Streamline your recruitment process: A long and complicated recruitment process can be a turn-off for potential candidates. Make sure your recruitment process is streamlined and efficient. This will help you to attract more candidates and reduce the time it takes to fill open positions. Consider if your application process is:

- Too complicated
- Time consuming
- At risk of losing good candidates

**27% want a better salary.*

Provide a positive candidate experience: The candidate experience is the sum of all the interactions a candidate has with your company during the recruitment process. Make sure you're providing a positive experience by communicating clearly, being responsive, and treating candidates with respect.

Set up an employee referral programme: Nobody knows more about what it's like to work for a company and the skills, experience, and personalities best suited for a role than the people who already work there. Access this knowledge by offering incentives, such as cash or other benefits, to employees who successfully refer. Offer the opportunity for an informal chat about the role before applying, this will ensure those who apply are suitable and want the job.

Develop your brand: Your brand is everything you publish that shows potential candidates what it would be like to work with you. This includes your website, your presence on social media and any other marketing materials you produce. Think about why someone would want to work for the company and what current employees would say they like about working there.

**25% want more flexibility.*

Create a social media strategy for recruitment: These days, most people use some form of social media, so it's a great place to look for potential candidates. You can use your social media profiles to showcase your brand by sharing video or written content by current employees on what it's like to work at the company and share job ads or information about upcoming vacancies. You can also get current employees involved by asking them to share posts on their own pages, which could help you to reach more candidates.



Showcase the Working Environment on your website.

- 360 virtual tours. A day in the life of...

Optimise your job posts: A job post tells a candidate everything they want to know about a job. Ideally, it also gives them an idea of what it would be like to work at the company. If you work for a company that prides itself on a friendly, informal atmosphere, it's fine to let this come across in the post. Meanwhile, an ad for a more serious company may be more professional and focused. Job postings also need to be accurate. Proofread your posts and have someone fact-check them, especially if they mention technologies or tools, you're not familiar with. Mistakes in a job ad may make candidates wonder if the company is as competent and knowledgeable as they claim.

Offer Flexibility to meet the needs of a wider audience.

- Part time hours (flexible start/finish)
- Flexi time
- Job shares
- Working from home/remote

Advertise benefits. People don't just come to work for the money.

- Childcare vouchers/ Facilities
- Volunteer time exchange
- Health plans and Medical Insurances
- Pensions
- Salary Sacrifice Schemes – Transport to work schemes.



Promote Wage Transparency

- Advertising wage details has increased due to demand ('Competitive salary' is no longer attractive)
- Not legislated in UK yet but you will lose interest immediately from applicants if salary isn't clear.
- Be transparent at the onset. Give a salary range if necessary.

Offer competitive salaries and benefits to attract top talent. Make sure you're offering salaries that are in line with industry standards and that your benefits package is attractive to potential candidates.

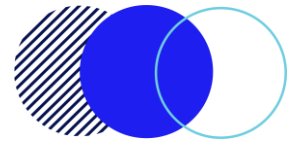
[Reed UK Salary Guides 2024](#)

Roles which display a salary receive 43% more applicants than those without Reed.co.uk*

Be Diversity, Inclusion & Disability Aware

Become a 'Disability Confident' Employer

**14% want more opportunities*



Attend job fairs and networking events: Job fairs and networking events are a great way to meet potential candidates face-to-face. You can also use these events to promote your brand and showcase your company culture.

Use online job boards: Online job boards are a great way to reach many potential candidates. You can post job ads on sites like Indeed, Reed, Monster, and Glassdoor. These sites allow you to target candidates based on their location, experience, and other factors.

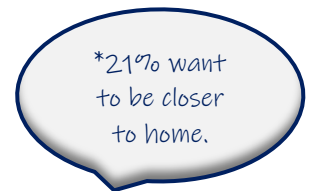
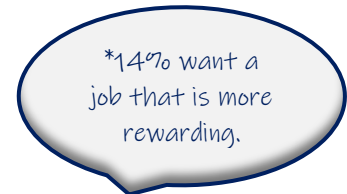
Take advantage of employability programmes offering fully funded recruitment.

The Restart Scheme [Reedrestart.co.uk](https://reedrestart.co.uk)

REP [Repreedinpartnership.co.uk](https://reepreedinpartnership.co.uk)

Pioneer [Work Routes - Reed in Partnership](#)

Evaluate your recruitment strategies: Regularly evaluate your recruitment strategies to see what's working and what's not. Use data to make informed decisions about where to focus your efforts.



For further information advice and guidance and to receive a fully funded, no cost recruitment service please contact Anna at anna.warner@reed.com

* *Great Job.. Emsi/Burning Glass Feb 2022*

How have your priorities for work changed following the Covid-19 Pandemic?