5

Low-Cost or Free Things
to incorporate
into your recruiting
strategy today!

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1 Go to your candidates!

Yes, I hear you – you've got all of your current openings posted on every job board you have access to and you even asked your employees to reshare them on social media. That's not what I mean by go to your candidates. Obviously, not physically go to them right now (COVID-19 and what not), but go to where they hang out online. If you're not sure where to start, ask your current employees for leads. Create a virtual event in whatever space you identify for candidates to learn about your organization or sponsor an event or site that is of interest to the candidates with the skill sets you need.

2 Make it about the candidate!

We have to tell candidates about our organizations, its part of the process, but don't miss out on quickly showcasing "What's in it for them." Have fun with this, make it a real conversation about what is actually in it for them and not a pitch about your mediocre benefits (we don't all have above average benefits packages, if we did they'd be the average... you see where this is going)

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3 Remove arbitrary "requirements!"

Enough of the 'desired' or 'preferred' nonsense – lets talk about what it truly takes to do this job. Other arbitrary examples that I see that are hurting your efforts:

- "We are looking for a long-term hire" – no one can truthfully commit to that.

- "You need x amount of years of experience" – focus on quantifying what the candidate should be able to do, not how many years they should have been doing it.

4 Hire Interns!

Even technical work can be done by interns (I once hired a group of high school interns for one the most technical engineering firms I've ever had the pleasure of working for and they knocked it out of the park). Notice I said hire – do NOT set up an unpaid internship. Even if you can only hire one or two interns, this is a win-win for you and the students! If you don't know where to start, call up the career center of the college closest to you and they can tell you how to partner with them.

5 Partner with local groups!

You likely have untapped resources in your own backyard. Still Serving Veterans is always at the top of my list, but there are other great organizations that might be local to your community. For example, I've worked with a Job Networking Club that is completely volunteer run and has helped thousands of local job seekers connect with opportunities. CodeCrew is a leading nonprofit for technology and computer science education for youth across Memphis. Getting involved with an organization like CodeCrew can help get more students trained and ready for a career in Computer Science. BDPA is an international organization, with affiliate chapters across the globe, and they have a diverse membership of professionals and students at all levels in the fields of information technology, computer science and related STEM fields. Our local BPDA chapter has worked diligently to connect students with internships and career opportunities. Being a good partner with any of your local groups will help keep you connected to talent and build awareness for your organization.

Have questions?

Let's chat - email me at kristina@hrecruit.co!

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