

Special Report

Are you taking advantage of the . . .

10 Sure Fire Methods to Attract Candidates to your Website?

Prepared by:



www.northstarhr.com

the war for talent...bring it on!

Maximizing E-recruitment . . .

Show them the way

E-recruitment is the fastest growing strategy to attract new hires.

*Implementing a careers area to your website with supporting E-recruitment technology is **Part 1** in the strategy of winning the war for talent. **Part 2** of the strategy is attracting potential candidates to your careers website.*

All of your efforts in developing your careers website and investing in E-recruitment technology will go unnoticed if nobody knows it exists.

The following 10 methods have proven to attract and direct more candidates to career websites:

1 An Official Launch

Celebrate the existence of your careers website with an official launch, or unveiling, demonstrating the importance of E-recruitment with the key ambassadors of your company, i.e. your employees. Some organizations have encouraged use of the careers website by linking it to their employee referral program, as well as by way of a contest, where employees who refer a friend to the site have their name entered into a monthly draw.

2 Deliver a Consistent Message

Ensure that all employees from receptionists up to senior level managers, are familiar with the website address and can direct the public to your careers website. Be sure to let candidates know that by applying on-line their resume will be viewable to more hiring managers than if they submit by e-mail or paper.

Some organizations support their E-recruitment initiative by installing a kiosk (a computer displaying the corporate careers website page) in the reception area to accommodate walk-in job applicants.

3 Business Cards & Corporate Stationery

*Highlight your careers website address on all company business cards and relevant stationery, starting with recruiters and human resource employees. The message can be as simple as adding a tag line of **‘Know someone who would be a great employee for us? . . . refer them to www.companyA.com/careers to learn more and apply on-line**’, and will generate numerous referrals with active and passive job seekers.*

4 E-mail Auto-Signatures

Integrate a promotional message (similar to the above-noted) within all E-mail Auto-Signatures that describes and links e-mail recipients to the career page of your website. Some organizations have assigned this task to their technical person who sets up new employee e-mail accounts.

5 Corporate Promotional Items

Corporate promotional items, such as pens, bookmarks and notepads are a great way to promote your careers website while participating in industry specific forums, trade shows, conventions and career fairs. You might even consider setting up a computer at these events to display your site live to visitors – consult with the event organizers regarding logistics.

6 Corporate Advertising

*When investing in corporate advertising within the newspaper or industry trade magazines, maximize your return on investment by including a tag line promoting the careers section of your website. **‘Interested in employment with Company A? . . . visit us and apply on-line at www.companyA.com/careers.’***

7 Employment Advertising

*When utilizing employment advertising to attract qualified candidates, rather than limiting your ad to the immediate need of a specific position, take the opportunity to encourage additional applicants offering a variety of skill sets and backgrounds for future consideration through a statement such as, **‘In addition to this position, we’re growing and expanding our team in a number of areas, visit www.companyA.com/careers for position details and to apply on-line**’.*

This same approach can be utilized when advertising with on-line job boards such as Workopolis and Monster – include www.companyA.com/careers, directing and linking candidates back to your website so they can apply on-line.

8 Employment Branding - Why work for us?

Research your target audience, i.e. which schools, colleges and universities offer programs geared toward your industry, and educate students of the benefits of working for your company. Some organizations offer scholarship and co-op programs, with information and applications available for download on their website. These methods offer channels and incentives for candidates to learn about and gain additional insight into employment with your company.

9 Professional Associations

Professional associations, community newspapers and local business magazines are often seeking articles and best practices information to include in their newsletters and publications. Sharing best practices and successful initiatives within your company by way of an article can boost your company's profile with a relevant captive audience.

10 Reaching Active Job-Seekers

Periodically sending notices and promotional materials to firms such as job-finding clubs, resume preparations agencies, career coaches/counselors, and firms specializing in career transition will ensure your company is kept top-of-mind with candidates seeking employment and employment specialists.

Word of mouth is often invaluable.

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Sherry Panciera, founder and president of North Star Human Resources Inc., is recognized as a leading E-recruitment expert. North Star assists organizations by reducing hiring costs through the use of resume management and applicant tracking technology.

Interested in a complimentary staffing assessment and E-recruitment Report? . . . contact Sherry Panciera at sherry@northstarhr.com or visit www.northstarhr.com.