

HR Toolkit

Employee Attraction



01.

Finding the Right Candidate

To succeed in a tight labor market, organizations must adopt proactive and innovative approaches to talent acquisition.

Traditional recruitment methods may prove inadequate in reaching highly skilled professionals. HR teams should leverage digital platforms, professional networks, and partnerships with educational institutions to tap into a wider talent pool.

Implementing robust candidate screening processes and providing a positive candidate experience will further enhance the organization's reputation and attract top talent.



02.

Sell Your Business as a Place Where People Want to Work

Offer a Competitive Salary

Offering a competitive salary is a keystone recruitment tactic. Competitive salaries entice top talent, improve engagement, demonstrate you care, and increase retention. It's only one consideration in how to craft a positive work environment, but it's an important one.

Have Professional Branding

Your employer brand is essentially your business's "personality." Beyond slogans and alluring color schemes, a strong brand is connected to a larger purpose. Your business can't solve major social issues (e.g., climate change, affordable healthy options or a more inclusive world) alone, but connecting your brand to greater efforts brings inspiration and fulfillment to work tasks. Individuals who are committed to the real-world issue your brand tackles will be more motivated to join your contribution to the cause.

Build a Strong Culture

Company culture is the day-to-day modeling of values aligned with your message and brand. With a defined company culture, you can provide the right environment for employees to meet their own needs while working toward business goals. A healthy company culture will retain your employees and create an attractive space for new talent.

Keep in mind that all employees should have a voice in company experience, and accountability should look the same at all levels. Through those types of interactions, your wider team can co-create and promote the culture to prospective new employees.

Sell Your Benefits

Salary will be important to employees, but it's not the only benefit they seek. What's important to them might surprise you, so take the time to see what benefits and perks people look for in a company and identify which of those things you already offer or can feasibly implement.

03.

Create a Strong Job Posting

Having a strong job posting and job description is essential for attracting top candidates to work at your business. It serves as the first point of contact with potential applicants and plays a crucial role in shaping their perception of your company and the available opportunity.

A strong posting and description can create a positive image of your business, enhance your employer branding, clarify expectations and boost application rate.

They not only attract top candidates but also set the stage for a successful and productive hiring process, leading to the acquisition of skilled and motivated individuals who can contribute to your company's growth and success.



04.

Job Posting vs. Job Description - What's the Difference?

A job description is an internal document primarily used by employers, human resources, and hiring managers. It outlines the specific details and requirements of a particular job within an organization. The main purpose of a job description is to provide clarity on the position's responsibilities, expectations, and essential qualifications.

On the other hand, a job posting is an external-facing advertisement designed to attract potential candidates to apply for the job. It takes key elements from the job description but is tailored to engage and appeal to job seekers. The primary objective of a job posting is to entice qualified candidates to apply and join the organization.



05.

Create an Attractive Job Posting

Some key points to remember while writing a new job posting!



Clear and Concise Job Title

Use a job title that accurately reflects the position and is commonly recognized in the industry. Avoid internal jargon or overly complex titles that may confuse potential applicants.



Engaging Opening

Start the job posting with an engaging and compelling introduction that describes your company's mission, values, and the exciting aspects of the job opportunity.



Highlight Unique Selling Points

Mention what sets your company apart from others and why it's a great place to work. Emphasize benefits, career growth opportunities, flexible work arrangements, or any other appealing factors.



Required Qualifications

Clearly state the essential qualifications, including educational background, work experience, technical skills, and certifications necessary for the position.



Preferred Qualifications

Mention any additional qualifications that would be advantageous but not mandatory. This can help you attract candidates who may have unique skills or experiences.

06.

Other Considerations for Creating a Job Posting

Call to Action

Encourage candidates to apply by including a clear and motivating call-to-action. This can be as simple as a "Apply Now" button or a sentence inviting candidates to submit their applications.

Proofread and Review

Before publishing the job posting, thoroughly proofread it to eliminate any grammatical errors or typos. A well-written posting reflects positively on your company.

Monitor and Respond

Regularly check the applications and respond to candidates promptly. Timely communication helps create a positive impression of your company.

Culture and Work Environment

Briefly describe the company culture, work environment, and any employee perks or benefits. Candidates want to know what it's like to work at your organization beyond just the job duties.

Mobile-Friendly Format

Ensure the job posting is mobile-friendly since many candidates search and apply for jobs using their smartphones or tablets.

Distribute the Posting

Post the job on relevant job boards, your company website, and social media platforms. Consider using targeted job sites or industry-specific platforms to reach the right audience.

Salary and Benefits

While some companies prefer not to disclose the salary upfront, mentioning a competitive salary range or benefits package can attract more candidates. If you choose not to include this information, assure candidates that the salary and benefits will be discussed during the interview process.

Contact Information

Provide a contact person or an email address for inquiries. This allows interested candidates to seek clarification or ask questions about the position.

07.

Components of a Job Description

Job Title and Position

Clearly state the job title and the position it holds within the company's hierarchy.

Job Summary

Offer a brief overview of the role's purpose and its contribution to the organization's objectives.

Duties and Responsibilities

Outline the tasks and duties associated with the role, providing a comprehensive list of responsibilities.

Required Qualifications

Specify minimum qualifications, including education, work experience, skills, certifications, and any other essential criteria.

Reporting Structure

Define the position's place in the organizational chart and the chain of command.

Employment Type

State whether the position is full-time, part-time, contract-based, or temporary.

Location

Mention the physical location of the job, or whether it allows for remote work.

Company Information

Briefly describe the organization's mission, values, and culture.

08.

Where to Find Talent

There are plenty of websites that offer job boards such as Indeed, Glassdoor and Workopolis to name a few. Although they all offer free options to post positions and you could receive hundreds of job applicants, not all will be qualified or the proper fit so it will take time to go through. These sites also offer paid packages where you are able to be more selective.

Posting positions on Social Media can also be a very effective way to promote job openings.



LinkedIn

Share your open roles on LinkedIn to get them in front of your professional network and followers via personal updates and messages.



Facebook

Post and share jobs on Facebook in status updates, on career pages and in relevant groups.



Twitter (now rebranded 'X')

Recruit on Twitter in the form of a short and sweet tweet. With the appropriate job-related hashtags, tweets can bring your job opportunities in front of interested candidates.



09.

Other Ways to Find Employees

Use Company Website to Advertise Openings

Ensure your website is mobile-friendly!

Contact Colleges, Universities & Institutions

Create relationships with local College's and Universities. These institutions have large potential candidate pools and often have local job boards.

Reach Out to Job Centres

Communities will often have different employment centres or agencies that will have job boards and other programs to promote open positions.

Use Professional Associates

Hire a Recruiter

If you have a budget and are seeking difficult to fill positions, a recruiter may have a deeper candidate pool.

Use Word-of-Mouth

Offer a referral program! Employees can be your best recruiters.

Attend Job Fairs

Look into career fairs in your community. Often local educational institutions, government agencies, and non-profits will host annual career days.

