



Attracting great candidates for your business

There are many aspects to consider about how best to attract the right candidates for your business.

We can help you to ascertain whether your role is pitched well to get you the talent you need to ensure that your business keeps thriving.

The first things to consider are:-

Job Specification – do you have a well written and informative job and person description that will give potential candidates the information they need to consider making an application to your business? We can help you to ensure that you have covered all the hot points and answered all the obvious questions candidates will have before they have to ask them.

Remuneration and benefits – can you be sure that the salary you are willing to pay is competitive in the current market place, again this is something we will be able to give accurate feedback on as we can access market information pertaining to most job roles and candidate expectations. Benefits include things like bonus or commission payments, holiday entitlement, pensions, company car if applicable etc.

Company Information – do you have information available to candidates that sells your company as a local employer of choice? Think about why a candidate would want to join your business and what the company can offer to them in terms of environment, team cultures, and other softer benefits that candidates like to hear about. Are there clear career progression or training and induction that can be highlighted. In a candidate market these things all make a difference.

Interviews – make sure that the person interviewing candidates is well practised at the art of interviewing. A passionate experienced interviewer can make the role come to life and sell the benefits of the job and working for the company; as well as encourage the applicants to get the best out of them. A poor interviewer unfortunately has the opposite effect, it may sound obvious but it really is worth thinking about.