



Attracting Today's Top Talent

*10 ways to strengthen your
recruiting and hiring practices*



Dominion Payroll™

10 ways to strengthen your

RECRUITING & HIRING PRACTICES

“Nothing we do is more important than hiring and developing people. At the end of the day, you bet on people, not strategies.”

Lawrence Bossidy, Former COO of General Electric

These days the biggest challenge your business faces is finding qualified job candidates for your open positions. While the job market is tight, there are steps you can take to make sure your recruiting and application processes are working for you.

Here are a few areas to check on:

1

Use your employee referral network



You've already got a talented staff, why not leverage their network to find strong candidates? Start by getting your top-performing employees to come up with three quality referrals per quarter. Encourage your team to get out to professional events and recruit new prospects. As part of your onboarding, why not ask new hires for referrals?

2

Differentiate your job postings

Your job listing may be a prospect's first encounter with your company and brand. So use it to make a favorable impression. Do some keyword research to make sure you've included job attraction factors and design. Craft your post to stand out and differentiate from all of the others out there. CareerBuilder research indicates that **75% of candidates say that the appearance of a job posting affects their choice to apply**. Employ key search terms that top applicants use when they are searching.

Utilize your job boards

3

When it comes to where to post job openings, many rely on what they've done in the past. A better way is to seek out data from past hires as well as current prospects is to learn where they saw the listing. Tools like [Attract & Hire](#) (*Dominion Payroll's applicant tracking system*) offer great insight into which job boards are most productive.

4

Be sure and share your culture

Often a job prospect will do further research into your business to learn more about what it's like to work there. Be sure that your unique and fun company culture comes through in your online posts. Company websites, social media platforms and word of mouth are great vehicles for communicating what a purpose-driven firm you have and how wonderful it is to work there. Be sure and keep them up to date with the latest awards, employee events, and community engagement.



5

Reach out to college students



If entry level people are what you need, be sure to craft your ad and recruiting to what they are looking for. Tap into all local school job boards, work with alumni and school counselors, attend job and recruiting fairs. Be sure to get any current student employees to recruit their friends and put out the word that you are hiring.

“Acquiring the right talent is the most important key to growth. Hiring was – and still is – the most important thing we do.”

Mark Benioff, Founder, Chairman and co-CEO of Salesforce

Keep your application process clean

6

If you’ve recruited and advertised for top quality people don’t turn them off with an arduous application process. Many candidates will drop out of the process before completing an application if the process is cumbersome. So keep it simple! **Make sure that one can finish an application within 5 minutes** and that your application is responsive and mobile friendly.

7

Manage your web reputation



Before applying most prospects will do web research to learn more about working at your company. Sites like Glassdoor offer insight from past and current employees on day-to-day work life at your business. If they see too many negative reviews, they are far less likely to even apply. A good practice is to encourage employees to actively post positive things to counter any posted negative comments. *(Some companies like Amazon even reward employees for taking the time to post positive comments.)*

8

Use data to help you recruit

Without a strong data-driven approach, you won't be able to identify recruiting areas that aren't working and modify your efforts to continuously improve your recruiting. Utilizing tools like Attract & Hire can help keep up with and track important data points to be able to edit your recruiting ads to get more volume and better quality candidates.

Build your bench

9

The best candidates may be fully employed and not looking for an opportunity right now. So, it's a good idea to identify, in advance, a list of prospects for future hires. Reach out to them and build relationships and trust over time. Look for former employees and those best-qualified candidates that didn't get a previous job.

10

Respond promptly

With all of these tools in place, you might still miss out on top applicants because you don't respond quickly enough. Attract & Hire can be configured to respond immediately to high-quality prospects that fit certain criteria. Make sure to respond to all applicants promptly and enthusiastically so they know they are wanted.



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