



Recruiting Front Line Talent in a Hot Labour Market - Tips for Success

Victoria has one of the lowest unemployment rates in Canada and talent is hard to find. Here are some tips and areas to consider when trying to attract the best person for your position.

WHO IS YOUR IDEAL CANDIDATE? IS IT TIME TO REVISIT THIS?

- Broaden your horizons.
- Watch for unintentional biases.

JOB POSTINGS:

- Leverage employee networks: Good people know good people.
 - Social Media Language
 - Circulate job posting internally
- Make the job posting attractive and easy to read.
- Highlight the best reason to work for the organization, and be honest!

APPLICATION PROCESS:

- Streamline the application process and make it simple for candidates.
- ATSs can save you time, but they may deter candidates.

REVIEW THE EFFICIENCY OF YOUR RECRUITMENT PROCESS:

- Can the duration or length of the recruitment process be shortened?
- Make a recruitment project plan, get buy-in from the manager and stick to the timelines.

SOURCE CANDIDATES:

- Approach passive candidates who meet the criterion.

BUILD YOUR EMPLOYER BRAND THROUGH CANDIDATE EXPERIENCE:

- Be the company people are talking about.
- Be responsive, be honest, be organized.
- Sell the experience of working here – how amazing is your company? Tell them!
- Keep the candidates informed... all of them.