

Recruiting Strategies for a Competitive Marketplace

Recruiters help companies rethink tactics and fill jobs



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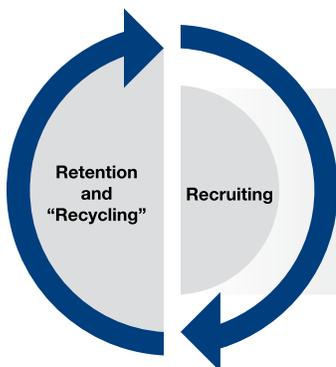
Hiring workers in a tight labor market is more work for managers than it used to be. — Bill Conerly, Forbes Business online, May 2017

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Unemployment has fallen to 4.4%, reaching lows not seen since 2007, according to the Bureau of Labor Statistics. Although labor participation is edging up, filling jobs continues to be a challenge. Contingency staffing professionals have targeted tactics for a tight market.

Go After Low Hanging Fruit

Keep good people working. Retain good workers, and ‘recycle’ or re-employ them on new projects. Westaff provides a pipeline of both new applicants and proven workers, as tried and true Associates complete contracts and become ready to start new ones. **Clients and staffing professionals should nurture existing human resources.**



Shrink recruiting efforts by increasing retention and ‘recycling’ rates.

Ways Westaff can increase your retention and ‘recycling’:

- Search proprietary databases to identify unplaced candidates.
- Guide Associates who have completed contracts to explore your open positions.
- Transition proven Associates from one position to the next.

Leverage Communication and Technology

Build relationships. Begin with a positive recruitment experience; happy applicants are easier to place and retain, and they provide referrals. Westaff and clients can partner on strategies to build and maintain relationships with applicants and employees.

- **Start with a well-crafted job description.** This is one of the “7 Best Recruiting Strategies for Hiring Success” according to Carrie Kolar on the *Recruitment Process Outsourcing* website.
- **Reach people on their preferred platforms.** Encourage application via mobile app. Westaff recruiters can send personalized text messages during the application process to achieve better response rates.

Hi Trevor, we have 1st shift warehouse general labor positions in Chatsworth paying \$12. Are you interested? – Jenna

- **Keep in touch.** Hiring specialists connect database search results to automated text messages to continue to reach out to unplaced applicants or available Associates.
- **Encourage referrals.** Westaff can provide forms to clients to refer walk-in applicants to recruiters, and can also assist in developing incentives or other programs that encourage employee referrals.
- **Use the latest technology.** Professional recruiters have updated software and keep their finger on the pulse of current methodology. Data-driven strategies continue to evolve recruitment. For example, geo-targeting job ads to match applicants' interest to local jobs is one of the "6 Genius Recruitment Strategies You Should Try This Month," according to Ji-A Min in *Business2Community.com*.

Organizations that take a data-driven approach to talent acquisition will find a competitive advantage in 2017. — *Society for Human Resource Management*, "2017 Recruiting Trends Point to Technology Driving Change" by Roy Maurer

Get Creative

Westaff brings out-of-the-box thinking to the table. After assessing your specific industry, job descriptions, local labor force, and other parameters, Westaff pulls out their research and expertise. The result: a tailored approach to fill open positions. Here are a few possibilities:

Go retro with community outreach. Recruiters consider what will get the best results. Judiciously-placed billboards, banners, or handing out business cards? Posting tear-off fliers at local venues? Holding an open house is another of the "Genius Recruitment Strategies"— and a way to meet many motivated candidates in one event.

Expand your reach with partnerships. Piggy-back onto email distribution lists of government, nonprofit, or industry partners. Realize the rewards of unique partnerships — for example, incentivizing applications in conjunction with a charity event. The Workplace Group gave the Salvation

Army a donation to fight hunger for each qualified application, reported Steven Linder. The program got thousands of responses.

Grow your applicant pool. Many potential star employees experience hiring barriers. In "5 Tips For Recruiting When Unemployment is Low," DePaul Industries suggests considering candidates on their own merits, including those with disabilities, with criminal records, or who have experienced homelessness. Also, applicants with gaps in employment history or "boomerang" employees may have good reasons for these choices, said Kerry Hannon in Forbes, in "Welcome Back: Boomerang Employees Are On The Rise."

boomerang employee — an employee who returns to work for a former employer

Go big with referrals. Westaff can help design a company-wide referral drive to generate energy and sign on new hires. Kolar's article suggested features like theme-based programs, referral incentives, and public recognition and scorecards.

Back to Basics

Set competitive pay rates. Attract top-tier applicants, retain employees, and entice passive applicants, such as those already employed. Westaff helps businesses determine competitive pay structures for their marketplace. Low unemployment has historically led to increases in compensation — and, in fact, pay is slowly creeping up. Studies show that pay raises of a dollar or more have a marked impact on retention, reducing the recruiting burden (see Westaff's article "Hourly Pay Rates—Not a Zero Sum Game").

In sum, Westaff is ready to help clients tailor a recruiting plan using a variety of strategies that make sense for their business, their target applicants, and their marketplace.

Presented by Keith Wisner, Vice President, Workforce & Supply Chain Analytics

Westaff, one of the leading staffing firms in the country, is part of the EmployBridge portfolio of companies. Combined, they are ranked by Staffing Industry Consultants as the 10th largest staffing firm in the world.