

13 top recruiting strategies to use in 2022

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What is A Recruiting Strategy?

A [recruitment strategy](#) is a formalized plan of action that outlines how a company will successfully identify, [recruit](#), and employ qualified people to fill available jobs. A [recruiting plan](#) can help you simplify your efforts from the first encounter with a candidate through the signing of a contract. It's a well-thought-out strategy for identifying, engaging, and [hiring top-notch people](#) for your company. With hiring objectives and corporate goals in mind, the strategy should be developed.

The ideal individuals are within reach if you have a solid recruiting plan in place and execute it successfully. Companies spend a lot of effort and money to locate and hire top talent in the quest to identify the best and brightest. Even the finest efforts will fall flat without a good recruitment strategy. By decreasing the expenses associated with [employee turnover](#), taking the effort to design an efficient recruitment strategy may result in a larger pool of applicants, a faster interview process, and a greater ROI.

If you want to fill more positions, attract higher-quality candidates, and reduce the time it takes to hire, you'll need to [improve your recruiting process](#). Here are some of the most effective recruitment strategies.

Recruiting strategies ranges from simple techniques like advertising job openings on [job boards](#) to more complex techniques, hiring a traditional recruitment firm, or establishing an employee referral program. Recruiting tactics can be used at every stage of the employment process.

Related: [Social Media Recruitment Strategies That Work](#)

1. Establish a Strong employer brand

[Employer branding](#) is perhaps the most critical factor in attracting, acquiring, and retaining top people. Indeed, 72 % of recruiting leaders feel that it has a major influence on recruiting (Zivkovic, 2018).

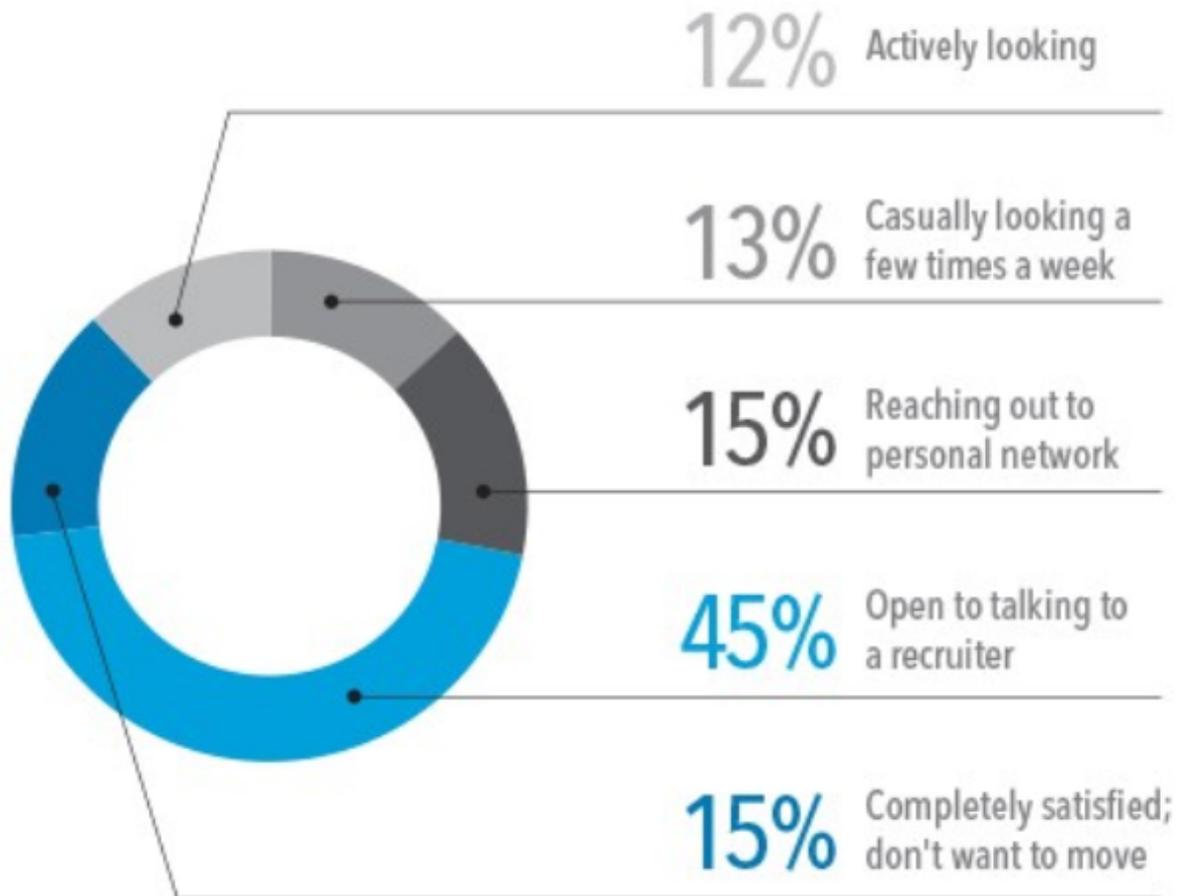
If your organization has a strong brand, an applicant may already know who you are and will decide whether or not to interact (or not). If a prospective is unfamiliar with your company, establishing a coherent employer brand across all touchpoints from your website to how a recruiter responds to inquiries can help them understand what you're all about.

2. Create Killer Job Adverts

Your job postings are frequently a candidate's first impression of your company. An imprecise [job description](#) that leaves a job seeker with more questions than answers won't help you attract suitable applicants. They are just going to move on. The position, duties, and credentials will all be explained in full in a detailed description. An applicant must be able to envision oneself functioning well in that position and assess whether their [talents are a good fit](#). Your job advertising, however, should include more than simply the [professional qualities](#) you're looking for. Use language that expresses your [corporate culture](#), whether you want to create a free-spirited, creative working environment or a no-nonsense, all-business atmosphere.

3. Target Passive Job Applicants

Did you know that just 12% of employees are actively looking for a job at any given time? While these hot leads may be eager to interact with you, other statistics reveal that the finest prospects are with passive applicants, individuals who aren't actively seeking but will listen if the perfect chance presents itself.



Source: <https://www.linkedin.com/business/talent/blog/talent-strategy/active-vs-passive-candidates-latest-global-breakdown-revealed>

4. Make Use of Social Media

It is now an unavoidable truth in business that utilizing social media is a requirement. It is a crucial aspect of every company plan, whether it is to establish a brand, establish a following, or communicate with customers. This should also apply to your recruiting approach. Many organizations, particularly those targeting millennials, are embracing [social recruitment](#) to interact with potential recruits. Utilizing social media as a resource may also provide you with a goldmine of information that will assist you to develop your recruitment strategy for passive applicants and help you spread the word about that outstanding job posting. If you use social media as a marketing tool, you'll be able to locate exactly who you're searching for. You may share job ads with your whole network via social recruitment, which fosters a two-way dialogue. Even if the individuals you contact aren't interested in the position you're looking for, they're likely to know someone who is.

5. Introduce a referral program for employees

[Employee referral programs](#) should finally get the recognition they deserve in 2021 and the years ahead. Many recruiters across sectors use this underutilized hiring tool as their hidden weapon. You'll be able to gain the following benefits if you use one of these programs:

- Reduced employee turnover
- Hires of higher caliber
- Time to hire is reduced.
- [Onboarding](#) time is reduced.
- Spending less money on hiring

Great people are known for surrounding themselves with other accomplished experts. While many workers may already be sharing available positions with eligible contacts in their networks, a well-designed employee referral program may inspire even more of them to suggest the best talent they know. Consider offering rewards and contests as [incentives](#) for referrals to increase interest in the program. Setting up a successful employee referral program, unlike employer branding, is quite inexpensive and may provide benefits fast.

6. Use Data Instead of Guessing

You can't manage what you don't measure, as one of the most famous business phrases goes, and there's a lot to measure when it comes to recruitment. Application completion rate, qualified applicant rate, cost of hiring, time to hire, applicant response rate, and many more variables are vital to measuring. You can track what's working well and what needs to be improved in 2021 by monitoring each of them.

7. Make Use of Programmatic Job Advertising

To meet their hiring targets, today's [talent acquisition](#) and recruitment marketing teams are always racing against the clock and unpredictable finances. At nearly every level of the recruiting process, they continue to be entrusted with identifying more suitable people faster, despite an ever-increasing pile of varying problems. So, with decreasing and unpredictable budgets, how can they find the most qualified and relevant candidates that convert to successful hiring fast without sacrificing candidate experience?

The solution is to use programmatic job advertising

In a brief, programmatic job advertising is the purchase, publication, and optimization of job adverts by computer software rather than by humans. Prospects see this advertising all over the internet.

Programmatic advertising uses both surfing data and advanced algorithms to display your target job searchers the appropriate ad, at the appropriate time and place, depending on the chance that they will positively engage with the listing. Programmatic job advertising is an excellent way to increase the number of prospects you reach. Just with a few clicks, you may post job vacancies on a variety of publication networks, some of which you may not be familiar with. Consider programmatic job advertising if you're searching for a better way to get top-notch job candidates in less time.

8. Building a Talent Pool

A [talent pool](#) is a database of possible job candidates in its most basic form. The personnel on the database are generally highly qualified and have already indicated an interest in working for your company in some manner. They enable businesses to build connections with employees whose talents and knowledge fit with the company's values and capabilities.

A good talent pool database has information on each candidate, such as their skills, prospective jobs, and how well they fit into the [company culture](#), among other things. You won't have to start recruiting for each position from fresh this way. Instead, whenever a vacancy in your business becomes available, you may recruit from a pool of highly qualified applicants who are already aware of and interested in your company. A talent pool is a larger group of individuals who have not completed the whole screening procedure necessary to enter the talent pipeline.

9. Cater to Generation Z

These employees were born between 1990 and 1999, and their numbers in the workforce are set to explode. Gen Z is tech-savvy, which means that if your company's web presence is lacking, Gen Z applicants may be turned off. You should consider diversifying the platforms you utilize to source, publish advertisements, and promote employer branding content, such as not only Facebook. For most organizations, millennials and generation Z members are becoming an increasingly desirable yet distinct target market. Companies must learn to appeal to these generations to stay competitive.

10. Hire for Diversity

Most recruiters and managers believe that having a diverse staff allows a company to be more innovative, dynamic, and successful. It seems to reason that having people from various experiences and views on your team will help you come up with fresher and more varied ideas to solve issues and create innovation. It's no surprise, therefore, that businesses all around the world are focusing on diversifying

their workforce. [Diversity in the workplace](#) refers to the concept that your team should represent the society in which you live. Your team should be made up of a diverse group of people with various backgrounds and experiences. Gender, experience, socioeconomic levels, ethnicity, religion, sexual orientation, and other factors can all be considered. Revenues are 19 % greater in companies with diverse management teams. Diverse businesses are 1.7 times more likely to be market leaders in terms of innovation.

11. Consider Onboarding as a Component of your Recruitment Process

Whether you manage a restaurant, a small company, or a huge organization, you should take the time to develop an [effective onboarding process](#) that reflects your business culture and creates a positive first impression. The process of integrating new employees into your company is known as employee onboarding. It usually entails taking the appropriate measures to ensure that recruits are welcomed into their new position, that they have a full grasp of the organization and its goal, and that they have a clear grasp of their role's duties. First impressions matter a lot. There's an opportunity to establish a first impression even before an offer has arrived in a candidate's inbox with the appropriate onboarding procedure. A recruit who believes their first day has been well-planned is more likely to feel involved with their new team and position sooner.

New team members are empowered and excited about their future as a result of an onboarding process that focuses on the recruit and makes them feel at ease. Each new employee can flourish and accomplish goals. A missed opportunity is losing a new hire's energy due to inadequate onboarding.

12. Prioritize Internal Mobility

Internal mobility is a word that refers to your workers' movement inside your organization to new internal opportunities. It encompasses both vertical and horizontal mobility, with vertical mobility referring to movement across employment levels and horizontal mobility referring to movement within the same work level. Effective management contributes to the creation of a work environment that shows workers and external applicants that your organization cares about its employees' [personal development](#) and success.

13. Tap into the Contingent Workforce

A company's [contingent workers](#) are not considered employees. Instead, they work on a contract or as a freelancer. Unlike permanent workers, their tenure is contingent on the job's continuing existence. If a

firm has a certain job that needs to be done right now but won't be needed in the future, it won't be trapped with an employee whose talents aren't needed in the long run. The contingent worker arrives at the firm, completes the task, is paid, and then moves on to the next assignment. Both the contingent worker and the [employer benefit](#) from this arrangement. Furthermore, if both parties enjoy working together, a freelancer might become a full-time employee or be added to your talent pool for future possibilities. Employers prefer contingent workers because they allow them to grow their staff without incurring additional expenditures for things like [health insurance](#) and other employee benefits.

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