

Recruiting in an Employee's Market

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Recruiting, interviewing, and selecting candidates are a few of the most transactional processes in the employee lifecycle. In an employee's market, in which there are more job openings than employees seeking work, competing with faster pace recruiting and negotiating with candidates may feel even more daunting. Here is a quick understanding of the current labor market and some tips to enhance your recruiting, interviewing, and selection outcomes.

- According to the Bureau of Labor Statistics, in June 2022 the unemployment rate was 3.6 percent for the fourth month in a row, and the number of unemployed persons was essentially unchanged at 5.9 million. The opportunity is for small businesses to streamline their hiring processes and demonstrate why working for a small and/or growing company is beneficial.
- There are five generations in the workforce today. (Traditionalists, Baby Boomers, Generation X, Millennials, and Generation Z) Companies can attract and retain talent by developing mentor programs, succession plan and joint task forces for strategic planning.
- The internet and social media platforms have broadened social networks and made them more accessible. These networks enable companies to expand their talent pool and awareness of their organization at a relatively low cost.

Here are some tips for recruiting in today's market...

- If you are a parent, you have probably heard the saying, "The best morning routine is a good evening routine" a.k.a. planning ahead is essential. The same is true for recruiting. The most successful recruiters are those with the clearest vision and plan.
 - Before deciding to hire, evaluate skills and knowledge gaps. Consider alternative methods for filling the gaps such training or promotion from within, repurposing current jobs, technology solutions or outsourcing.
 - Involve managers early-on to include their insight as to what knowledge, skills, and traits would be exemplified in the best candidate.
 - Identify members of the team that will be involved in the recruiting process and establish clear goals, a timeline, avenues for communications and defined responsibilities for each.
- The time of passive recruiting is over. In the current labor market, the most successful recruiters take a proactive approach to sourcing talent.
 - Encourage all managers to be "recruiters" and "ambassadors" of your company through referral programs.
 - Leaders should build their online networks and post openings.
 - Proactively source talent (schools, vendors and community organizations) by offering shadow days and training programs.
 - Create peer networks that allow like companies to provide referrals for candidates whom were not hired, but that were qualified candidates.
 - Use online networks to scout talent and invite them to apply, rather than simply posting the job.
- Job seekers are choosing who they work for, when they work, and where they work. "Selling" your company as a great employer is just as important as selecting qualified and compatible candidates.

- The Millennial and Generation Z workers are eager to learn, advance their careers, prioritize a work/life balance, and are socially and politically active. Consider methods for short-term and long-term opportunities for advancement within your organization (succession planning, training programs, mentor programs).
- Market your company “mission” and “values” and outline how those values are incorporated into business operations and the employee experience.
- Be prepared to explain the benefits of working for your company beyond offering a competitive wage and benefits package.
- Simplicity and timeliness are everything.
 - Test the company’s application process from the applicant’s perspective to identify any redundancies or gaps.
 - According to Glass Door, 58% of their users are looking for jobs on their phones and only 37% have a resume saved to their mobile device. Make applying from a phone easier by allowing applicants to fill out an application without requiring a resume. You can always ask for a formal resume later in the process.
 - Utilize texting-for-work apps such as SimpleTexting, TextMagic, and SalesMSG
 - Increase communication “touch-points” to keep applicants informed of how far along they are in the recruiting process and keep them engaged.

HR Alternatives is an independent Human Resources and Management Consulting firm located in southeastern Massachusetts.