

A woman with dark curly hair, wearing a blue denim jacket over a yellow top, is looking at her smartphone. She is holding a white coffee cup in her other hand. The background is a blurred city street. There are decorative teal and orange geometric shapes and arrows overlaid on the image.

icims' guide to attracting talent

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iCIMS' guide to attracting talent

Your business is only as strong as your people. The challenges you face attracting them are many.

Remote work has limited the effect geography plays on the job search. You're now competing with more employers from around the world, all vying for the same talent. At the same time, you're looking to shrink the growing pile of applications and match the right talent to the right roles.

Finally, you recognize business needs are changing faster than ever. You need people who are flexible, self-motivated, and great communicators.

It might sound daunting, but it's absolutely in your power to surmount these challenges with four basic strategies for talent attraction.

Here's how:

- 1 Tell your company's story by asking your employees to create video content
- 2 Boost qualified applicants by creating a one-of-a-kind experience on your career site
- 3 Source efficiently by keeping your talent pipeline engaged
- 4 Elevate your candidate communication strategy by adding text messaging



Ask your employees to create video content

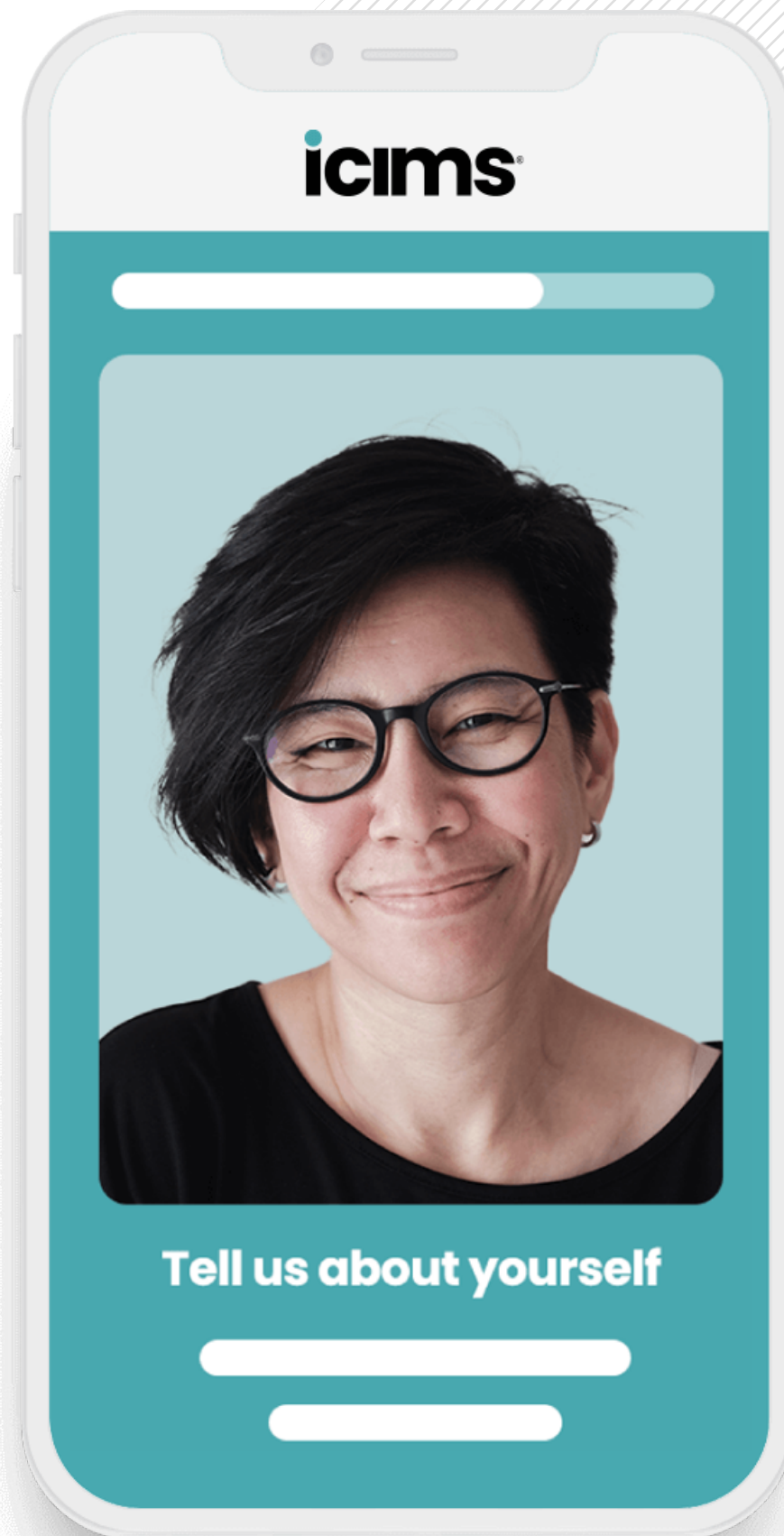
People buy from companies based on a quality product, service, and price. People work for companies based on opportunity, mission, and great coworkers.

Who better to tell your story than the people who matter most – your employees?

We've long advocated for using employee testimonials because they tell your brand's story from different perspectives. Video testimonials are the natural next step. Video offers an authentic look inside your workforce and culture that's hard to replicate in other media.

Here are some ways to get the most out of employee videos:

- Provide employees prompts to get them started, but don't script anything. Let them tell their stories in their own words.
- Embed video in job descriptions to break up long text. Start by creating video for high volume roles or those that are harder to fill.
- Post videos throughout your career site, talking about benefits, culture, and growth potential. Video ranks exceptionally well in search engines, boosting your SEO traffic by up to 75%.
- Have a digital assistant share employee videos with job seekers.



Pro tip:

No need to budget for a marketing agency. Video testimonials are inexpensive and straightforward to produce because employees can film without assistance on-site or at home. With the right software, video is easy to create, review, and publish. It's no more complicated than recording a video on your smartphone.



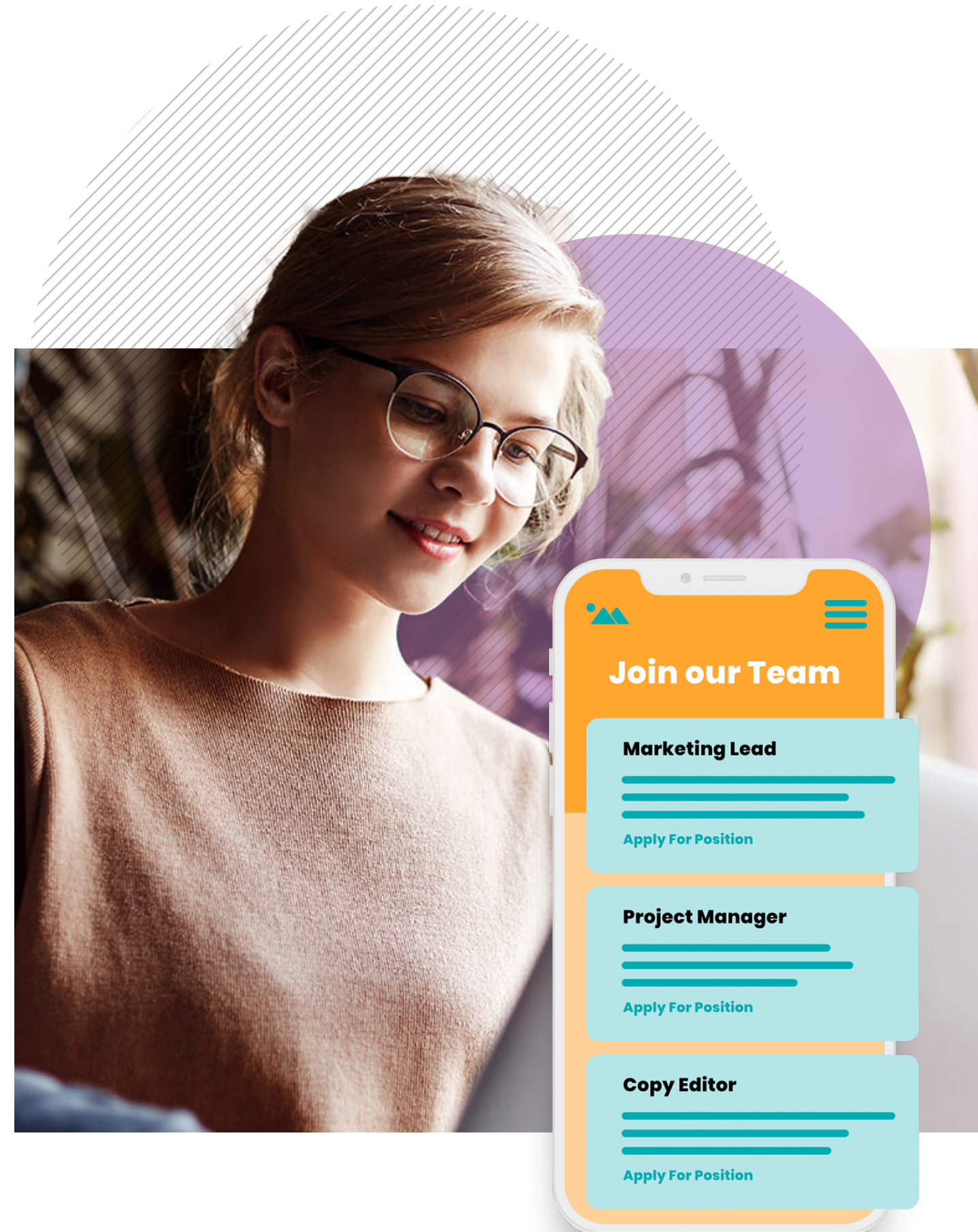
Create a one-of-a-kind experience on your **career site**

Job boards are good. So is social media. LinkedIn and Glassdoor have their strengths. But there's only one place you have the power and freedom to design, build, and shine: your career site.

Whether you're using a simple, clean template or want to color outside the lines, your career site is your best opportunity to celebrate your culture.

Here are a few ways to show off your employer brand:

- Showcase your benefits, growth and training opportunities, and company values.
- Present what's real. Steer away from stock photography of people and offices. Fill your site with pictures and videos of your employees (home offices work too).
- Share the results of your employees' charitable work and fundraising. Clubs and employee resource groups (ERGs) offer further insight into the people behind the brand.
- Be clear and upfront about what makes your work culture thrive, even if it will turn some candidates off. Job seekers who are good fits will be encouraged to apply and others to self-select out. This makes screening easier and saves everyone time. If the overall experience is good, job seekers may share the opportunity with a friend.





Best practices in action:

Hexagon PPM is a multinational software provider with 4,000 employees in more than 60 countries. To attract talent worldwide, Hexagon's built a series of career sites catered to the needs and customs of the Americas, Asia-Pacific, Europe and the Middle East, and India.

Each career site features local employees and relevant information to those regions. For example, candidates in the United States can take a virtual tour of Hexagon's 232,000 square feet HQ in Madison, Alabama.





Source efficiently by keeping your talent pipeline engaged

Often, it's not enough that you found the perfect candidate. The timing also has to make sense – for them and you. Sometimes the right role hasn't opened up yet. In some cases, there was someone else who fit just a little bit better.

You can do more than just shrug and move on. An effective nurture strategy keeps interested job seekers excited about the possibility of working with you. The result is a pipeline of qualified and motivated talent ready to tap into at a moment's notice. Sourcing is cheap and easy when you've already done the hard work.

If you don't have a dedicated recruitment marketing person already, consider partnering with your marketing team to produce content designed to keep your brand forefront in your candidates' minds. Periodic newsletters and social media campaigns suit this purpose well.

Here are a few examples of content to create and share:

- Recruiting newsletters that include spotlighted jobs, employee videos, company news, and event recaps
- Automatic email and text alerts for new job postings by category or region (e.g., sales roles in the greater Denver, CO area)
- Social media posts that link to professional development programs at your organization
- Information on new products, expansion, growth, or social/civic activity



Pro tip:

Make it easy for interested job seekers to join your talent network on your career sites. A simple 'subscribe' button is all it takes. AI-powered talent matching can then suggest any of the candidates in your candidate relationship management (CRM) system for open roles based on their skills and experience.



Best practices in action:

Cedar Fair operates some of North America's most iconic amusement parks. With 2,000 full-time employees, Cedar Fair staffs their parks with an additional 47,000 seasonal employees.

Cedar Fair's parks can't operate without a certain number of employees. It's paramount that new hires are prepared and show up for their first day – no easy task given the weeks, and sometimes months, between hiring and start dates.

To keep new and returning employees engaged, Cedar Fair uses a CRM to share everything from park updates to new hire to-do lists. Their team monitors email open rates and follows up with text if they notice an individual dropping off.





Add **texting messaging** to your candidate communication strategy

Friends, subscription services, children, appointment reminders, payment confirmations, coworkers, fundraisers, grandma – we get a lot of texts from a lot of people. Candidates prefer texting because it's quick, easy, and personal.

Any remaining stigma about the professionalism of using text is long gone. Some updates, like reminders about an upcoming interview, don't require a phone call or email. Better still, texts can be automated, thereby increasing touchpoints with candidates while decreasing administrative tasks.

Bottom line: texting is a surefire way to reach candidates regardless of whether they're at home or on the job site.

86% of job seekers like the idea of using texting in the hiring process.

iCIMS, Candidate Experience Report.



Pro tip:

Don't ask recruiters to use their personal phones. It puts your business at risk and makes tracking candidates nearly impossible. Not to mention it's a lot of work. Text engagement software helps you scale your communication efforts without putting security or compliance at risk.



Best practices in action:

Trilogy Health provides senior living and long-term healthcare, including independent and assisted living, memory care, skilled nursing, and rehabilitative services.

Tired of playing phone-tag with candidates, Trilogy's recruiters use a text engagement system throughout the hiring process. Texting has improved communication in both directions; candidates can schedule interviews or let recruiters know if they're running late to an interview.





Bringing it **all together**

As work (and the world) changes rapidly, the one constant is that people power organizations. Attracting the talent that moves your business forward with these simple strategies:

- 1 Leverage the voices of your team
- 2 Create a career site that reflects your unique employer brand
- 3 Do the hard work of sourcing only once
- 4 Communicate with candidates the way they like to chat





Remote work changed how we attract and hire talent. Now is the time to transform your hiring practices (and your teams).

Learn how we do it with the talent cloud.

See it in action