

Engage! HR Solutions

Recruitment Strategies to Attract and Hire Top Talent

Sourcing top talent is a challenge for every company. It's important that you employ all available resources to source, attract and recruit candidates. Most employers post on Indeed or Zip Recruiter, hoping that the perfect candidate applies. This is the least effective method to source the top talent.

Engage! HR has a few strategies that will enhance your recruitment:

1. Employee Referral program: your employees are the best advertisement for your company. If employee morale is high and employees are satisfied in their jobs, turn to your employees for help to spread the word about your open position(s).
2. Craft a social media presence: develop a company website, site on Facebook and Instagram. Candidates do their research. It's important to provide an insight on daily duties and a glimpse into the work environment.
3. Contact applicants from old postings: review files of former applicants and contact the final, top candidates to see if they would be available.
4. Interview process: improve the interview process. Create a positive experience for candidates that gets them excited about the opportunity. For example:
 - Give a tour of the office or company
 - Build a team of individuals from across the company to interview and have input and at the same time the candidate gains a sense of the company's culture and people that work there.
 - Introduce the final candidates to the team they'll be working with or better yet give them an opportunity to interview for 15 minutes.
 - Don't ask the same interview questions for the screen interview as the 1st and 2nd interviews. Develop an interview program with specific questions for each phase of the interview process.
5. Be a great place to work! This is probably the most important element to attracting, hiring and retaining talent. What makes a company a great place to work? Here are a few:
 - Collaboration
 - Teamwork
 - Low turn-over
 - Employee satisfaction



Contact Elizabeth at Engage! HR Solutions at engagehr_elizabeth@gmail.com to build recruitment strategies to attract top talent for your company.