

# Continuous Candidates - Webinar

Always on the Move: Our top 5 tips for attracting Continuous Candidates in the 2019 talent landscape

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# Thank you for joining us for today's Webinar

## Housekeeping:

- This is a Webinar, which means that your speakers are on mute at the moment and we won't be able to hear you, however we would love your participation! So If you have any questions please type them in the GoToWebinar Action Pane on the right side of your screen, and we will leave time at the end to go through them.
- Our Webinar will last 30-45mins
- If you experience any technical difficulties at all, please let us know via the Action Pane and we'll happily help.

## Who are Continuous Candidates?

Jobseekers who are constantly on the lookout for the next opportunity – either by actively searching and applying for jobs, or seriously thinking about a career change.





## Continuous Candidates: Who are they?

- Millennials & Gen Ys (18 – 34)
- More likely to express dissatisfaction
- More likely to apply for jobs more often



Continuous Candidates will make up **1/3 of the workforce by 2020**  
(less than 12 months from now!)

As the candidate market shifts,  
recruitment marketing strategies  
need to shift





# Top 5 Recruitment Trends 2019

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# 1. Recruitment Marketing

The process of nurturing and attracting talented individuals to your organization using marketing methods and tactics.



# Talent has won the war on talent!

94% of Recruiters now believe that recruiting is candidate-driven, up from 54% in 2011.

It is harder than ever to attract and retain the best people. Average tenure in roles has decreased and more and more candidates are considering new opportunities and are serious about making a career move.





## 2. TALENT SOURCING

LINKEDIN RESEARCH HAS SHOWN THAT ONLY ABOUT 36% OF POTENTIAL CANDIDATES ARE JOB SEEKERS.

HOWEVER, MORE THAN 90% OF THEM ARE INTERESTED IN HEARING ABOUT NEW JOB OPPORTUNITIES.



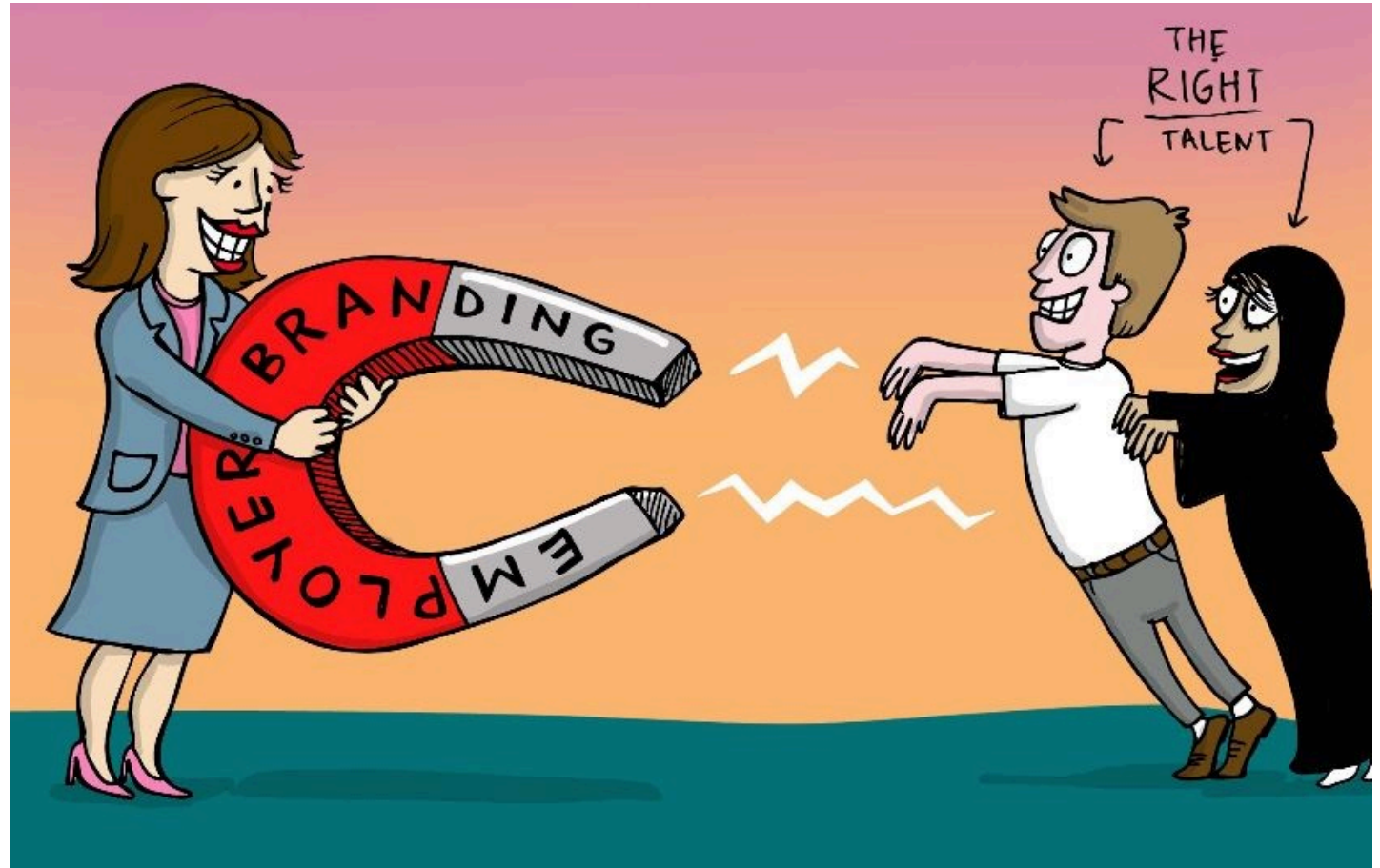
## 2. TALENT SOURCING

Finding your candidates



### 3. Employer Branding

75% of job seekers research a company's reputation and employer brand before applying.





## EMPLOYER BRANDING

### Leading employers are responding... on brand

Employers have identified the need to approach recruitment in the same way they approach customers - by adopting a marketing mindset.

They are creating a strong employer brand to set them apart from their competitors as an employer of choice.

Recruiters who represent a strong employer brand are **twice as likely** to receive responses from candidates they contact.



# Top 5 Recruitment Trends for 2019

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## 4. Candidate Experience

Current, past and potential future candidates' overall perception of your company's recruiting process. It is based on candidates' feelings, behaviours and attitudes they experience during the whole recruitment process, from sourcing and screening to interviewing, hiring and finally onboarding.





## Candidate Experience

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- 78% would tell friends and family of the bad experience
- 42% of candidates said they would never seek employment at that company again
- 22% said they would actively tell other candidates not to work at that company
- 9% said they would go as far as to tell others not to purchase products or services from that company



## 5. Social Recruiting

Social hiring or social media recruitment is recruiting candidates by using social platforms as talent databases and/or for advertising. Social recruiting uses social media profiles, blogs and other internet sites to find information on candidates.



# Case Study: Social Recruiting

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<b>Who?:</b>	Alex Fraser and Hanson
<b>Employees:</b>	5,000
<b>Industry:</b>	Construction
<b>Region:</b>	National

## **Solutions:**

- Recruitment Advertising and Attraction
- Candidate Shortlisting and Selection
- Group Assessment Centres
- Scout Talent: Recruit candidate management system
- Employer Branding

**Customer since:** 2008

# Case Study: Social Recruiting

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## The Challenge:

To improve the perception of Driver positions in the market, which had suffered recently from:

- A high volume of negative comments on recruitment-related social media posts
- A low volume of applications for Driver roles
- Market saturation of Driver positions due to ongoing growth and a need for more recruits.

Both organisations were looking to specifically recruit females to begin careers as Truck Drivers.





# Case Study: Social Recruiting

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## The Solution

- ✓ Complete revamp of Hanson's online application webpage and advertising messaging
- ✓ Execution of a comprehensive advertising strategy to attract the high volume of applications needed to achieve hire target
- ✓ Use of female-coded language and copywriting tactics backed by industry research to appeal specifically to females
- ✓ Use of collateral to enhance their application webpages and advertisements



# Case Study: Social Recruiting

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## The Result

- 5,614 online application webpage views
- 266 applications received in a one-month campaign period
- 24 Group Assessment Day attendees
- 11 offers made
- Exceptional social media performance
  - **116** comments
  - **173** likes
  - **50** shares
  - **34,209** advertisement views
  - **0** negative comments



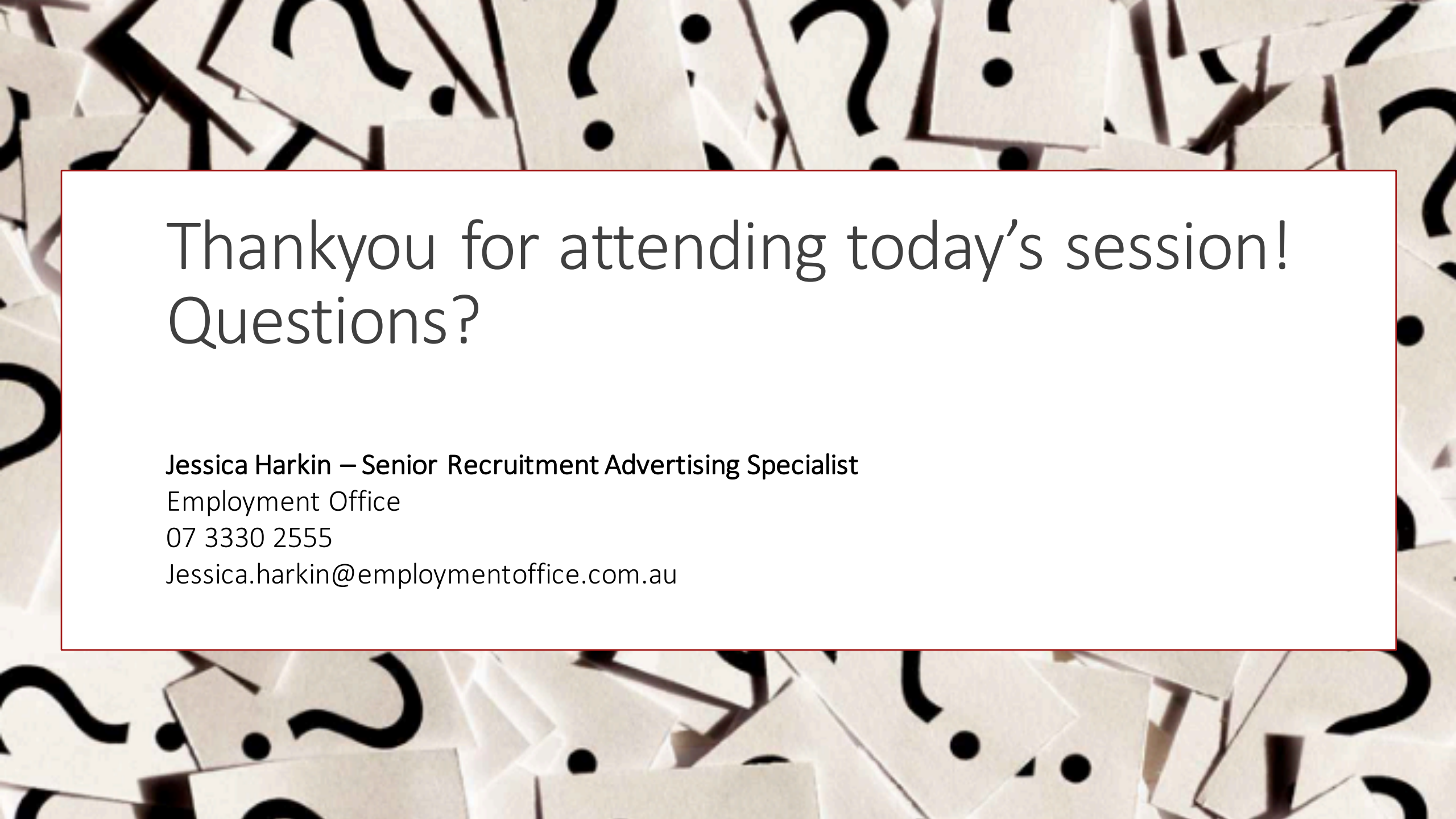
# In Summary

The candidate market is changing – a large majority of candidates are now continually looking for their next opportunity – either through active or passive channels.

In a 'candidate as customers' paradigm, recruitment marketing is critical to the success of candidate attraction campaigns.

Organisations that have uncovered and articulated their Employee Value Proposition and Employer Brand in their recruitment strategies are the most likely to have success, not only in engaging new employees but also in retention of existing employees.

You can't do any recruitment activity or initiative in isolation anymore, especially when attracting continuous candidates. You need to be focusing on employer branding, recruitment advertising, shortlisting etc, in a really holistic way.



Thankyou for attending today's session!  
Questions?

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