

WEBINAR

# NEW YEAR, NEW CAREER

SHOULD YOU RECRUIT OVER THE  
HOLIDAY BREAK?





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WEBINAR

# HOUSE KEEPING

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! 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 approximately 15-20mins
- If you experience any technical difficulties at all, please let us know via the Action Pane and we'll happily help.

# WHAT WE'LL COVER TODAY

- Latest data from job boards about candidate behaviour
- How to maximise visibility
- How to adjust your recruitment processes
- Opportunities to amplify your employer brand



# QUICK POLL: TELL US ABOUT YOU

**Do you avoid recruiting over the holiday break?**

Yes

No

Sometimes

Not sure



# QUICK POLL: TELL US ABOUT YOU

**Why do you think organisations commonly avoid recruiting over the holiday period?**

Lack of resources/time

Candidate availability

Fewer Candidates

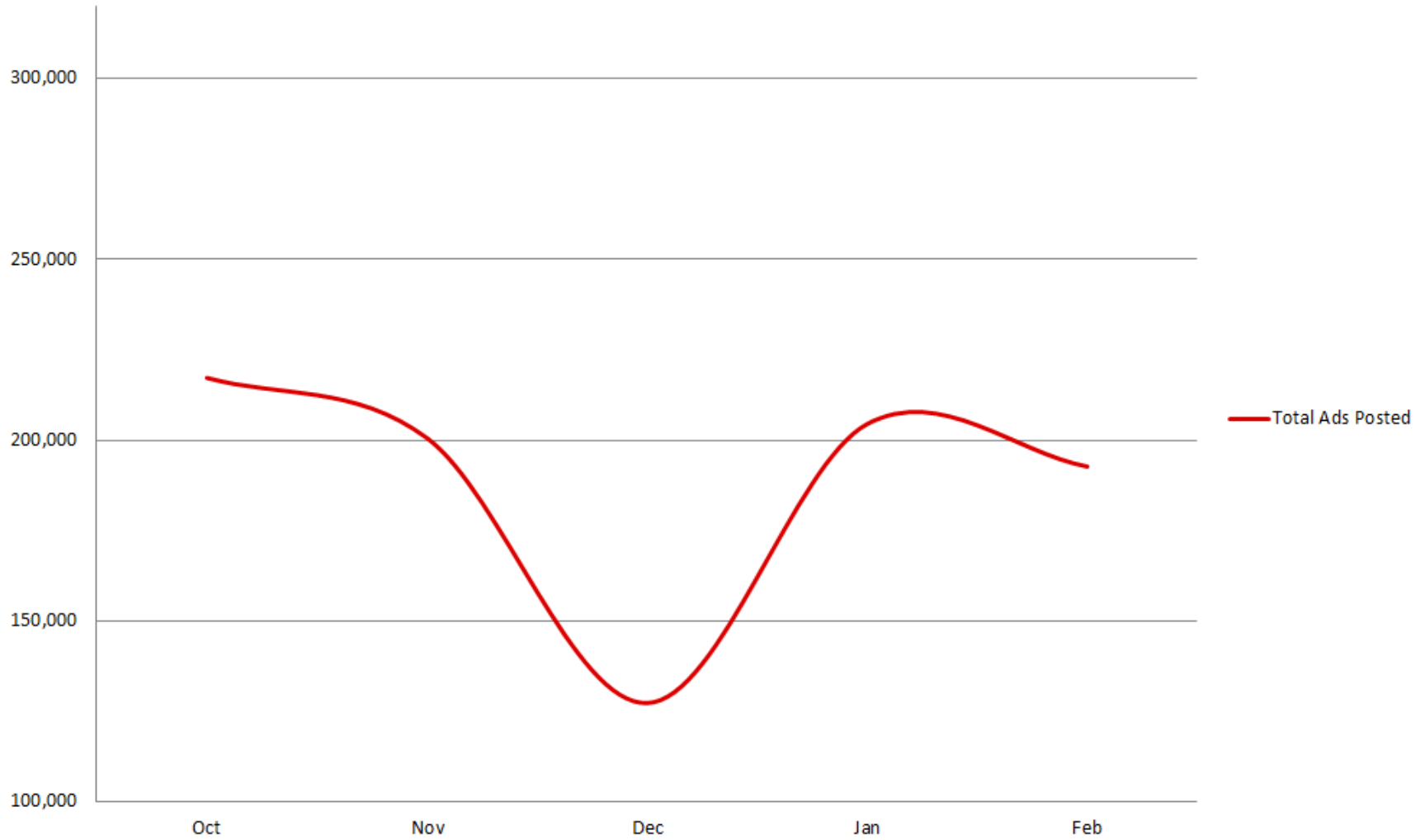
Other





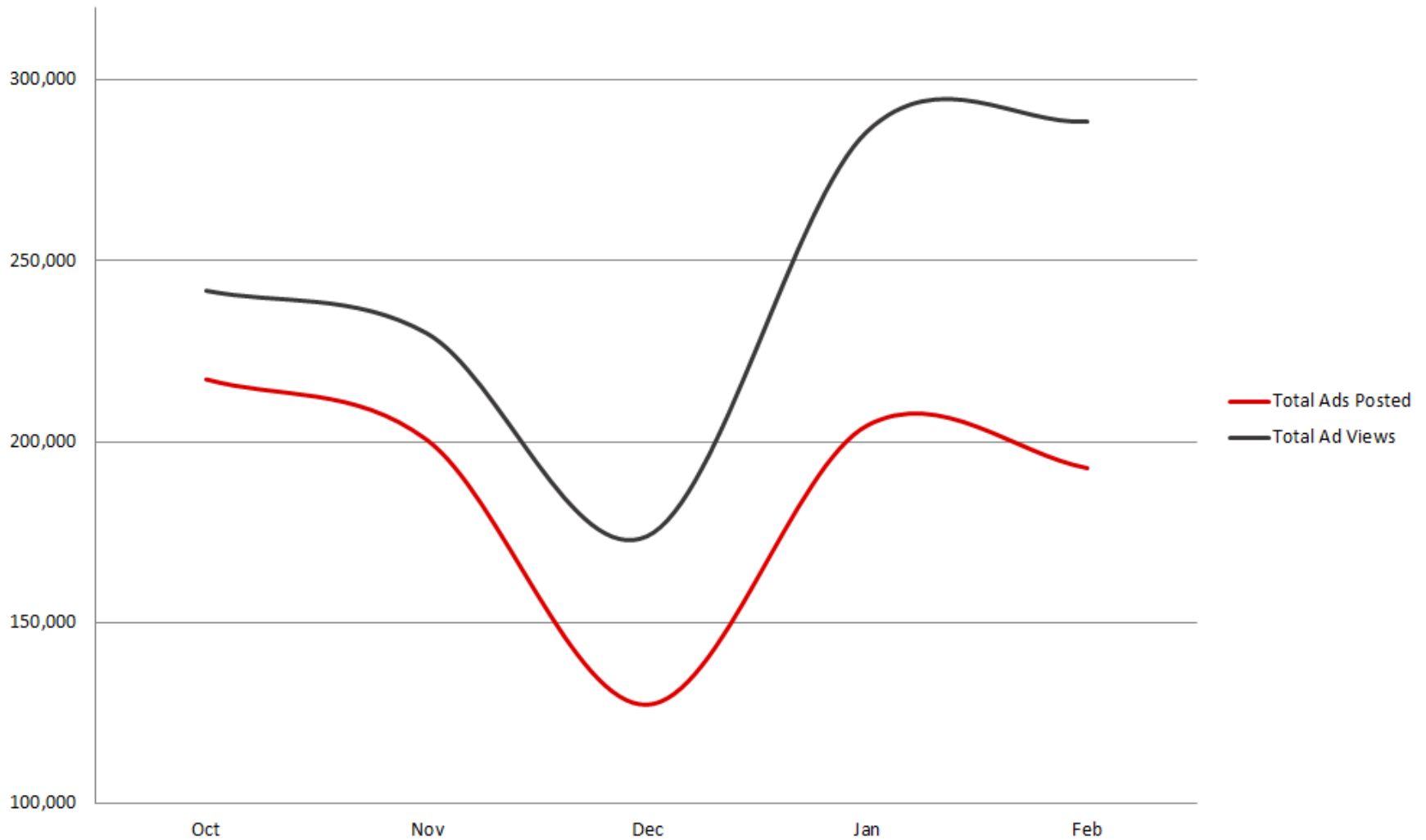
# JOB BOARD & CANDIDATE ACTIVITY

# TOTAL JOB ADS POSTED (VIA SEEK)





# TOTAL JOB ADS VS CANDIDATE VIEWS



# CANDIDATE ACTIVITY FACTS

- According to Indeed, candidate activity almost doubles between December 23rd & January 7th
- That's an average increase of more than 2.8 million daily searches



# WHY THE SURGE IN ACTIVITY?

- Candidates have more free time (over this period, giving them more time to browse ads)
- The New Year period inspires candidates to think about new opportunities



# WHAT THIS MEANS FOR RECRUITING

- Less competition from other organisations
- Better return - stay high in search results for longer
- Capture candidate interest from the moment they start looking



# HOW TO CAPITALISE ON CANDIDATE ACTIVITY





# ADJUSTING YOUR RECRUITMENT PROCESS

- Tailor your messaging
- Be clear about next steps
- Include questions about candidate availability
- Consider an eRecruitment system or 3rd party service

# TALENT POOLING

- Great time to advertise for expressions of interest
- Engage your existing talent pool or company followers





**EMPLOYER  
BRANDING**

# SOURCES OF EMPLOYER BRANDING CONTENT

- Christmas Parties & Awards nights
- Charity Drives
- Meet and Greet, team building events
- 'Year in Review' / Christmas message

# HOW TO INCORPORATE YOUR CONTENT

- Website/blog
- Careers site
- Social media channels
- EDM - talent pool, newsletter
- Recruitment Advertisement





# EXAMPLES



**Life at Dennis**  
@LifeAtDennis

Follow

Seeing as it's **#100DaysTilChristmas**, here's us getting into the festive spirit last year!  
**#LifeAtDennis #Christmas**



9:30 AM - 16 Sep 2016



**Life at Easy Web**  
4 December 2014 · 🌐

Well here it is! The finished version of our Christmas Video  
<http://easywebrecruitment-4.wistia.com/medias/t64nq35pty>



Christmas Video

[EASYWEBRECRUITMENT-4.WISTIA.COM](http://EASYWEBRECRUITMENT-4.WISTIA.COM)

# SUMMARY: HOLIDAY RECRUITMENT

Plenty of candidates are looking over the holiday period

Take advantage of social media with holiday parties & events

Fewer ads from other organisations means better ROI for your job posts!

Great Employer Branding opportunities!

Talent Pool even if you don't have current opportunities

Get started early to get ahead of the competition!

Be clear about next steps in your recruitment process!



# QUESTIONS

Type questions into action pane on the right hand side.



# THANK YOU!

Continue the conversation with us on LinkedIn:  
**Employment Office**

You will receive a recording of this webinar via email.

# CONTACT US



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