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# You are still selling your job to that excellent candidate, aren’t you?



We all agree that before the economic impact of Covid19, the job market was quite different. Employers were facing the challenge of a marketplace where the availability of quality labour was tightening. The UK Office for National Statistics reported that between January and March 2020, the UK had its highest employment rate, 76.6%.

It was the clearest of employee-driven marketplaces.

But now, post Covid19, the market has changed. Unemployment is starting to rise, and all the forward market indicators indicate that unfortunately, for many, that number will continue to accelerate. The Guardian newspaper reported that the number of unemployed people in Britain could rise to almost 15% of the working population according to the Organisation for Economic Cooperation and Development (OECD).

So, it might be a natural assumption for employers to think that with these change in dynamics, potential employees would not have an abundance of alternative opportunities. That the limited number of opportunities would drive down the level of the competition for talent.

But that approach would be to ignore the signals we are witnessing from the market. Whilst opportunities are unquestionably in shorter supply there is clear evidence that quality staff remain in high demand.

So, our advice is that the rules do not appear to have changed. Now as before, if you identify a candidate as outstanding, you can guarantee you are not the first person to think that. Without a doubt, another employer will be outlining and describing their unique opportunity.

It is just as important now as it was pre Covid19 that if you want to secure their services, you are going to have to sell them your opportunity.

Here are five strategies to help you sell your role to that ideal candidate.

## Sell the role.

Not literally. Obviously. If the candidate were not interested in the role, they would not be applying for it.

What we do mean is for you to describe the role in the whole. To paint the whole picture.

If as a business, you place importance on your staff then describe to them why your employees are your most important asset and explain to them how this manifests itself practically. Of course, you need to cover the great benefits and flexible time options you are offering. And these themselves are good selling points.

But how do you as a business go further in engaging and valuing your staff? Do your run employee appreciation lunches, Christmas parties and or have a policy of a simple thank you in the form of vouchers or other recognition. As a business do you run social evenings, employee awards and charitable activities. All of these will go a long way and are often of more importance to the candidate than the employer thinks, so make sure you highlight their presence.

Describe how the role fits into your corporate structure. How the team is structured what is the work ethic and approach of the team they will be working in. If it is, tell them how important it is to the future dirirection of the business. Are they going to have significant influence on the future direction? Enthusing about just how important this role is will help convince a candidate of its importance.

One impact of the current economic climate you may wish to consider. It is worth thinking that candidates may have seen staff reductions at their current place of work, or they may know colleagues who have been made redundant.

If they are considering change, then stability will be at the forefront of their mind so worth describing how you as an employer navigated through Covid 19 and how you dealt with your employees during that time.

## Find out what they want.

A couple of questions seeking what the candidate is looking for can be the key to securing your ideal candidate.

Ask the candidate what they are looking for in their next job. What do they want from their career? Some may only be looking for a certain salary level. Others may be looking to achieve a level of responsibility. For some candidates, the working environment, or the ability to improve or change their work-life balance will be high on their list of wants. Or it could be as simple as reducing their travel commitments.

Make sure you understand, aside from their salary expectations, what their priorities are in deciding upon their future role. And then describe how as a business you can satisfy those needs. Taking a few minutes to do so, will certainly impress them and improve your chances of convincing them that you are the right company for them.

## Evidence your brand values and uniqueness as an employer.

One of the impacts of the previous move to an employee driven market was that companies realised the importance of their brand and culture.

We have all seen photographs of working environments centred around pool tables or Table Tennis tables. Friday fish and chips and casual dress codes and the like have all been used to portray a business’s culture and to attract talent.

So, whilst not every company can go to such lengths, we can recognise that a company’s brand and culture can have a significant impact on whether a candidate will want to join an organisation.

With the advancement of social media, prospective employees will easily be able to gain an initial feeling for your company. Spending time explaining your company's values will emphasise to a candidate their importance. Spending time evidencing how those values are used within the business will leave a far greater impression.

But, given the current climate, it may prove harder to transmit those values if your interview is conducted remotely. Think of how else you can communicate and evidence your values. Perhaps you could share an employee video testimonial or if you have good reviews, a link to Glassdoor. Consider a presentation on your company website or offer to arrange a conversation with an existing colleague.

Whatever way you choose, the importance of sharing your uniqueness as an employer and how your values are important and not just a few words will go along way to helping a candidate decide if you are the type of employer they wish to work for.

## Tell them that they are a good fit and you are good for their career

A bigger salary and benefits package may be appealing to your candidate in the short term, but in the long run if the job does not genuinely interest and challenge them, they’ll soon be looking to move on.

Make sure you describe how the role will progress them as individuals. What is your approach to learning and development? Do you have a track record of promoting internally that you can share? Do you have examples of other members of staff developing over time?

Just letting the candidate know they are a good fit now is not going to convince them. They need to be assured that you can satisfy their career ambitions over the long term. You need to explain why they are a good fit for the role now and for their future career.

## Make sure your recruitment agencies are selling your company

This is often overlooked but necessary if you are using the services of a recruitment agency.

Why? Almost certainly the first person they will speak to after leaving your interview will be the recruitment agency. You need to feel that at this point in the process they, like you, are selling your opportunity.

And in truth you would like to think that they have marketed your business well before the interview.

If you want to know more about how recruitment marketing works and how it can improve your recruiting results give us a call and we will be happy to chat. My email details are at the bottom of the document.

## Conclusion

Whilst the market dynamics have certainly shifted, the demand for quality candidates remains high and you need to ensure your still selling your company, opportunity, and roles to capture those ideal candidates.

## Next steps

Hope that you found this article of interest. If you would like to discuss any aspect please feel to contact me at Peter@agilityresourcing.co.uk