



Attracting Exceptional Talent

360 Talent Avenue



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Director of Growth,
Engagement & Innovation

Explore More

A guide to attracting the top candidates in
today's tight labor market.

Message From Our Chief Executive Officer



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Dear Respected Colleagues, Over the past two years, the world has encountered the COVID-19 pandemic. This has triggered nationwide economic and social disruption, including an enormous impact on our labor market. We feel the lasting effects effects on earnings, employment, and working conditions. We are here to help.

Lacey Menchen

CEO - 360 Talent Avenue

Company Information



360 Talent Avenue

Company Name:

360 Talent Avenue

Date of Incorporation:

December 4, 2019

Address:

209 S. Stephanie St.
Ste. B287
Henderson, NV 89012

Business:

Recruiting Firm

State of Incorporation:

Nevada



Candidate Attraction



Candidate Attraction – if you are in business today, you've most likely heard this term. You can probably picture what was presented the last time you encountered these words. It's almost always delivered alongside imagery of a magnet pulling people toward you, making the activity look deceptively easy. Only it's not.

Words and pictures are easy to place in a presentation, but they're not often supported with an accurate description of the intensive, layered work that must happen before you can even think of gathering your first click, apply or message acceptance from a talented job seeker in the hopes of converting even one to an active, participative candidate, then employee.

Most companies begin their attraction strategy tasking tangibles, whether it be vendor agreements, aligning interviewers, purchasing licenses for resume mining, etc. This transactional approach has normalized addressing the talent that we need to attract in quantitative terms, truly voiding them of all humanizations. Unfortunately, dehumanizing talent leaves business with a critical blind spot. If we don't truly understand who the talent is that we are seeking, what they value and what they expect, can we even begin to strategize attraction through hire?

In a demanding hiring climate, the voice of the job seeker must be considered before implementing how to attract.

Let's listen to what they say.

Creating A Positive Candidate Experience

Job seekers are looking for a positive candidate experience from the very first interaction. This can come from reading a job ad, being contacted by a Recruiter, and everything in between.

Recent CareerBuilder Data revealed that 7 out of 10 employed adults are currently job seeking, actively or passively, and they know what they want (CareerBuilder May 2022, n.d.).

According to the 2022 Job Seeker Nation Report produced by JobVite, seekers place value in the below experiences. We'll break them down (JobVite Job Seeker Nation Report, 2022).

52%

Easy to Schedule Interviews

51%

Easy Job Application Process

47%

Communication and Prompt Feedback

35%

Efficient Hiring Process



Develop A Simple Application Process

An easy application process doesn't just include thinking about one click applies. It's far more.

Targeted Content

14 Seconds. Most job seekers will spend about 14 seconds scanning a job ad or outreach before generating an application. (LinkedIn, n.d.) Quickly display all items that seekers are looking for to encourage a positive decision.



The journey begins with the right content in your advertisement or outreach that matches what the job seeker is searching. 31% surveyed reported difficulty in finding the right jobs to apply for was one of the most frustrating parts of their job search (JobVite Job Seeker Nation Report, 2022).

This is largely due to companies over engineering and complicating both job titles and advertisements or using internally written Job Descriptions with jargon in place of a Job Advertisement (Indeed, n.d.). Ads written from a legal or human resources lens are not built (by design) to attract talent. So don't use them.



Limit Data Entry

Shortening an apply to under 5 minutes can increase apply rates by up to 350% as compared to a process that exceeds 15 minutes. (Appcast, n.d.)



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Once the job seeker clicks “Apply Now!” they demand a quick apply process, or they will abandon ship. Limit data entry to only pertinent information.

Offer the ability to upload a resume from a candidate's computer, Dropbox, mobile files, or a job board profile and have it parsed into the corresponding data fields. This creates a seamless, nearly effortless application process for the job seeker.

The Competition Is Strong

Candidates have options. They are coached by job boards to apply to two to three jobs per day or ten to fifteen jobs per week when they are actively searching. (Indeed, n.d.) If you found a candidate and reached out to start the interview process, chances are some of your competitors did the same. Arguably your candidates are most likely interviewing with you and other companies at the same time.

Overall, at least 74% of recruiters face hiring competition and 39% of candidates who decline a job do so because they received another offer, sooner. (Zippia, n.d.)

Offers are plentiful in this landscape and often candidates are weighing more than one opportunity at a time. Early streamlining of your hiring process, including hiring manager identification and interview feedback turnaround time, will only help meet the candidate where they expect. Operating as quickly as possible should result in higher acceptance rates from top talent.



On average, top candidates are only on the market for ten days. (Zippia, n.d.)

Don't Leave Them Guessing

Deliver a clear value proposition in your ad.

The following list compiles what seekers are looking for in a new job:

Higher Compensation	Growth Opportunities	Work Flexibility	Work/Life Balance	Health Benefits
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(JobVite Job Seeker Nation Report, 2022)

Only
78%

of new jobs posted on Indeed provide salary information

Pay is and will continue to be a hot topic as more and more states introduce some level of interest in introducing legislation to enforce transparency.

If the tone of your ad doesn't match what you say is your culture, they are 2 -4 times less likely to apply to the open job. (Linked In, n.d.)

Only
78%

job seekers say company culture is important



Learn To Deliver A Concise Message

Job seekers want to understand the job and all variables associated with the work.

Give simple highlights, including schedule, location, responsibilities and a list of reasonable requirements. Don't deliver your new hire orientation inside of your ad.

All should be listed using inclusive language and displayed for easy viewing and quick comprehension.



Be mobile device ready.

There are many guidelines depending upon industry, but ultimately, job seekers want what they need to know in somewhere between 200-600 words. (Appcast, n.d.)

Easy To Schedule Candidate Interviews

You've got the apply – don't wait.



On average, only 4% of employers are responding to applicants within a day of their apply. Even if you contact early, it can take up to 2 hours for a Recruiter and Candidate to find a suitable interview time without using automation. (Zippia, n.d.)

To increase speed, consider including a link to a calendar in your initial outreach post-apply where the candidate can select an interview time. This creates wonderful efficiencies in the recruiting process, easing pressure on both parties.

If you are unable to calendar sync and supply a link, don't worry – candidates are versatile and are open to other forms of contact.

42% of workers have received a text message from a Recruiter to schedule a job interview. Of those 56% preferred this process to scheduling interviews via email or a phone call. (JobVite Job Seeker Nation Report, 2022)

Listen And Learn

The voice of the job seeker is strong.

Though considerably fewer in numbers as Unemployment rates decline, their voices continue to grow infinitely stronger, demanding to be seen, heard and valued.

Only employers who embrace feedback, apply corrections, and enhance the attraction and hiring experiences will be poised best to invite and retain the finest talent.



We're Here To Help

We'd be thrilled to hear from you.

If you're struggling identifying the right talent for your organization, or simply need to bring in a higher volume of qualified applicants, let's talk.



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Connecting businesses with exceptional talent.