

How to Attract the Best Talent in a Strong Labor Market

Recruiting talent is a priority for any organization in a tight labor market. From manufacturing to information technology, the demand for skilled employees is at an all-time high, and companies need intelligent strategies to attract value-add candidates.

On average, companies lose \$14,000 for every job that remains open for three months and they face compounding losses with every open position, as numerous resources become dedicated to picking up the slack or working to fill the position.

Here are five key tips to help your company attract the right talent despite the tight labor market:

1. Build a strong employer brand

Candidates today are savvy, and they will research your company just as much as you research them. Leverage your social media pages and company website to create a relevant and meaningful experience that makes a candidate want to work with you.

2. Mobilize your employee networks

Often, your current employees can be your best tool for finding that next great hire. That is why 37% of best-in-class companies are engaging their employees in employee referral programs to funnel qualified candidates to their recruitment teams.

3. Treat the job description as a sales pitch

A job description is not only about marketing an open job at your company, it's your first point of contact with job seekers. It's essential to provide compelling reasons for a candidate to want to work at your company. You want to brand your organization as lively, productive, and engaging, so be sure to provide the correct impression! Include a clear job title and defined career path to allow more candidates to interact with your job openings.

4. Determine what skills are really mandatory

Describing the main skills necessary to succeed is essential in attracting qualified applicants, but avoid a laundry list. This is likely to confuse the applicant as far as what skills are a priority and will also eliminate many candidates who may be a great fit, but don't feel they meet every single requirement.

5. Think about mobile first

More than 50% of jobs over LinkedIn are viewed through mobile phones, which means every word counts. Keep your description short, concise, and bulleted for easy reading.

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