



To learn more about effective recruiting and help-wanted advertising, call 1-866-657-5444.

HELP!

If your recruiting is falling short of your goals, you may be starting the process at the wrong place. Here are some ideas for making your help-wanted advertising work more effectively and at a reasonable cost.

• The Job

Does the job need to be filled at all? Make sure the tasks and skills required for the position match the job description. Often, the job requirements have changed to fit current business needs.

• The Audience

Who do you want to attract to this job? Where is that person going to be looking for opportunities? Are there many people with the skills you desire or few? Define the perfect candidate for the position so you will know him/her when s/he applies.

• Reach and Frequency

To get your message out to the audience you need to reach you must consider the width of the territory and the frequency of the message to attract potential candidates.

• Image is everything

Logos, graphics and eye-catching presentation are important to get the few seconds of time an applicant is going to give your ad. Make it stand out and brand it!

• Your help-wanted ad needs to sell

What are you selling? Why would anyone want to come work for you? Answer these questions and you are half way to creating a compelling ad. Remember you are speaking to many constituents: potential applicants, current employees, vendors, customers, and anyone else who has or may have a connection with your company.

• One message per ad

Print ads are small and need to be conservatively worded. The ad can have more than one position in it, but the overall message should be consistent. Too many messages make the ad too much work for applicants encouraging them to move on.

• Size speaks volumes

The job should fit the size of the ad. A Vice President of Finance should not be in the smallest sized ad. The importance of the job should match the size of the ad. Save recruiting time. Give enough information so

candidates can screen themselves out. This gives recruiters more time to focus on those who qualify.

• Recruit in as many places as you can afford

Advertising is expensive, but not advertising is more expensive. Finding the best candidate is the goal of help-wanted advertising – not the greatest volume of candidates. To do that may take having to spread the word farther and wider than you wish. Be aware of which avenues give your position the best exposure. Don't overpay – and don't underpay either.

• Contact points

The more contact points, the easier it is for applicants to get in touch with you. Make sure all of the contact points work and that anyone who may have contact with these points knows how to direct potential applicants to the right person/department.

• Communication is paramount

Though it takes time, courtesy with applicants can set you apart as an employer. Return calls, set up a follow-up mechanism (postcards, etc.) and do what you say you will do. If you have agreed to call someone back on a particular day, do it. And if you can't call, have someone else make a courtesy call for you.

• Pay attention to cost of hire

Track response. Track where you are getting your best hires from and track the average amount of time it takes to get the best candidates to respond. At The Employment Times, we find that our 1/4 page ad run for 3 consecutive weeks yields the best candidates. Week one gives us heavy volume of resumes, but the least qualified people. Week two gives us fewer resumes and a few qualified people and week three gives us our second highest volume of resumes, but usually includes the one we will hire.

• Orientation

All new employees are oriented to their jobs. The only question is who is going to do the honors. As the employer, if you abdicate this responsibility to a new employee's peers, they may get the worst possible orientation – those that have an ax to grind.