Making hires that last by utilising your employer brand

Results from our annual Candidate Experience Survey

A Scout Talent Group webinar

RecruitShop
choose to save

Healthy Workplaces

SCOUT TALENT
SEE PEOPLE FIRST

NetEngine

EMPLOYMENT OFFICE
The revolutionary way to recruit

SCOUT
TALENT
SEE PEOPLE FIRST

EMPLOYMENT
OFFICE
The revolutionary way to recruit

Housekeeping

- Your microphones are on mute so we can't hear you, however we'd love your participation

- We'll launch some Audience Polls throughout the session

- If you have any questions or comments, please type them into the GoToWebinar Action Pane on the right side of your screen

- The webinar recording and slides will be emailed afterwards

#seepeoplefirst

Today's Agenda

- The **current state of employer branding** / how to adapt to the new market

- Key results and takeaways from our **annual Candidate Experience Survey**

- What factors influence candidates when they're looking for and deciding to apply/not apply for a role

- How to **articulate your unique offering** so candidates know where to focus their valuable time and effort

- **Employer branding trends** and **COVID-19 considerations** to take into account.

#seepeoplefirst

Employer branding

"It's about attracting the right people, and allowing people who aren't the right fit to self-select out of your process early on."

BE REAL. BE YOU!

The current state of employer branding

- **More talent available is both a challenge and opportunity**
- **Use employer branding to attract the right people and allow people who aren't the right fit to self-select out of the process**
- **Candidates are looking at brands more closely now**
- **Candidate care is critical, now more than ever.**

Demographics

- 350+ responses

- Participants across Australia and all industries

- 56% Female participants

- 61% - Target salary: $50,001-$90,000

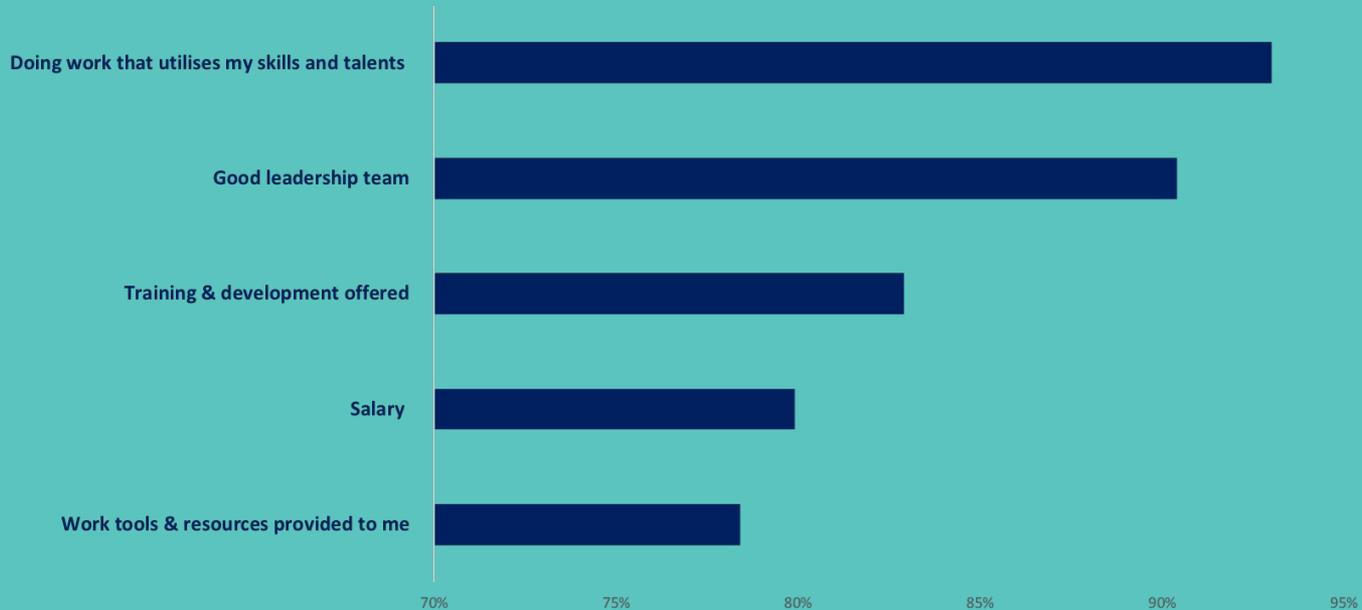- 64% have been looking for a new role for more than 2 months

#seepeoplefirst

Candidate decision making
Top-scoring categories

SCOUT TALENT — SEE PEOPLE FIRST

EMPLOYMENT OFFICE — The revolutionary way to recruit

"The following factors are important to me when considering a new role."

Factor	Value
Doing work that utilises my skills and talents	~93%
Good leadership team	~90%
Training & development offered	~82%
Salary	~80%
Work tools & resources provided to me	~78%

Axis labels: 70%, 75%, 80%, 85%, 90%, 95%

"The following factors are important to me when considering a new role."

Top Tips:

- Promote things that are authentic and realistic for you and your organisaiton
- Use these insights as a starting point.

Top factors that influence candidates when deciding to apply/not apply for a role

Top Tips:

- **Peer to peer recomendations are highly influential**
- **Candidates care about organisations' response to COVID-19**

SCOUT
TALENT
SEE PEOPLE FIRST

EMPLOYMENT
OFFICE
The revolutionary way to recruit

"The company's values."

"A well written company website to help candidates do research about the company they are applying for."

"If I'm mistreated or "ghosted" during the recruitment process for roles I am qualified and suitable for I will personally note down not to ever apply to that business again. How a business treats applicants tell you a lot about how they think of their staff and how their business is run."

"Disclosure of accurate salary range including base salary and commission structure. An accurate description of actual job (not theoretical)."

"Right now there are thousands of people looking for a job - any job - so they get money coming in (as any job is better than no job right?) - so if I have skills I believe would allow me to do that role - then I apply. Whether they have a careers video or social media presence is irrelevant."

#seepeoplefirst

Recruitment process

	Yes	No
Do you like answering screening questions when applying for roles?	47%	13%
Do you think it's acceptable for application processes to be long if you're advised of the steps in the process?	50%	24%
Would you accept a job with an employer that had a bad reputation?	12%	56%

#seepeoplefirst

"Feedback."

"Jumping through hoops during the application and then not hearing back, e.g. scanning passport, driver license, IQ tests, psychology tests etc."

"Lack of responses Getting feedback."

"Having to separately re-enter all the data that is already contained on my CV is frustrating and time consuming, especially if the web portal is dated and not user friendly. Badly written and unclear selection criteria that ask multiple questions in one also make applications difficult."

"Always put the salary range, otherwise it's a waste of time applying."

"The time frame involved in the recruitment process. At least a cut off time for applying. Generally if something is older than 3 days I wonder if it's even worth my time applying and anything older than 7-14 days I pretty much won't even bother applying, unless there is a specific cut off date."

#seepeoplefirst

"Just be honest about the reality of working with you. There is no point in pretending to be perfect and then changing as soon as someone starts with you."

"Timely response is everything! I am still getting emails from employers acknowledging my application from 3 months ago. Not only has a candidate lost interest by then, but it is bad for an organisation's reputation."

"It's so heartbreaking to not hear back after taking the time to apply for a role. Most recruiters sent an auto reply saying only successful candidates will receive a response, but in this day and age where an auto rejection email can be generated just by changing the applicant status in an ATS - I think it's the minimum recruiters should aim for."

"Looking for work is hard. Rejection is one thing but having the feeling that you don't even rate a cursory acknowledgement for your interest in working for someone is a whole other level of disregard and, frankly, in my opinion, is quite disrespectful."

#seepeoplefirst

Employer branding action steps you can take right now

#seepeoplefirst

Action steps: Influencing peer-to-peer recommendations

- **Understand your current employee engagement**
- **Listen to your Employee Voice!**
- **Implement change**
- **Referrals**

Action steps: Review/improve your recruitment process

- **Let's get more intentional with job ads**
- **Understand and use your core cultural attributes**
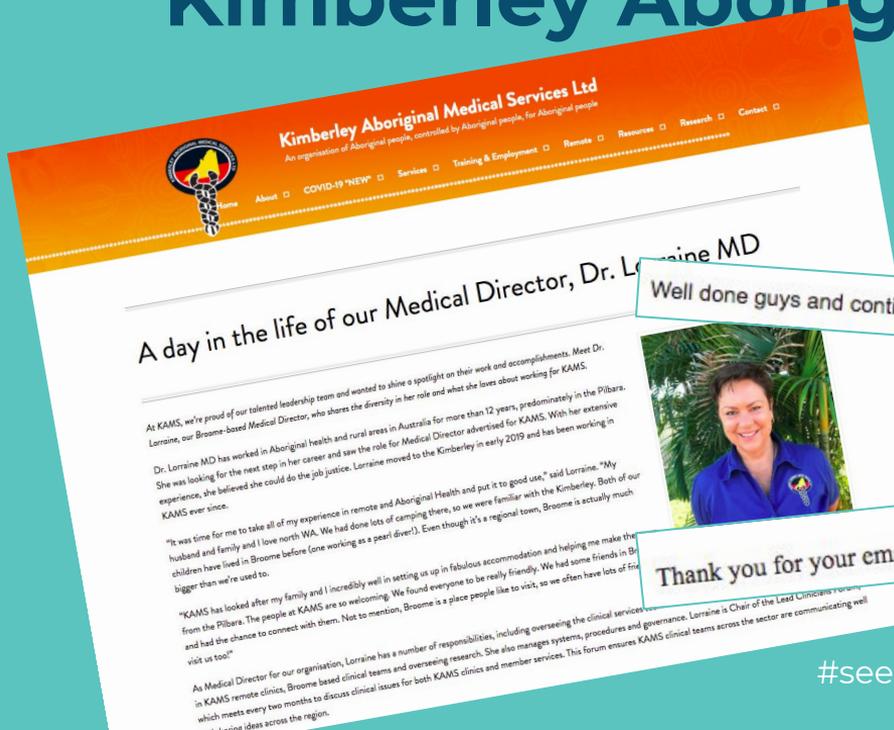- **Assess the recruitment process - who does it serve?**
- **COVID-Safe practices**

Action steps: Employer branding content

- Amplify your employer brand through content
- Use content across various channels
- Use content to influence peer-to-peer recommendations
- Communicate with your talent pool
- Be honest and authentic.

Summary

- Invest in your employer brand now, be specific in what you're looking for, articulate your unique offering so candidates know where to focus their valuable time and effort

- Promote employer brand in a way that's authentic, hitting on those key elements when you can (e.g. good leadership, training and development).

- Action steps: Influence peer-to-peer recommendations, review your recruitment process, and use employer branding content across channels.

#seepeoplefirst