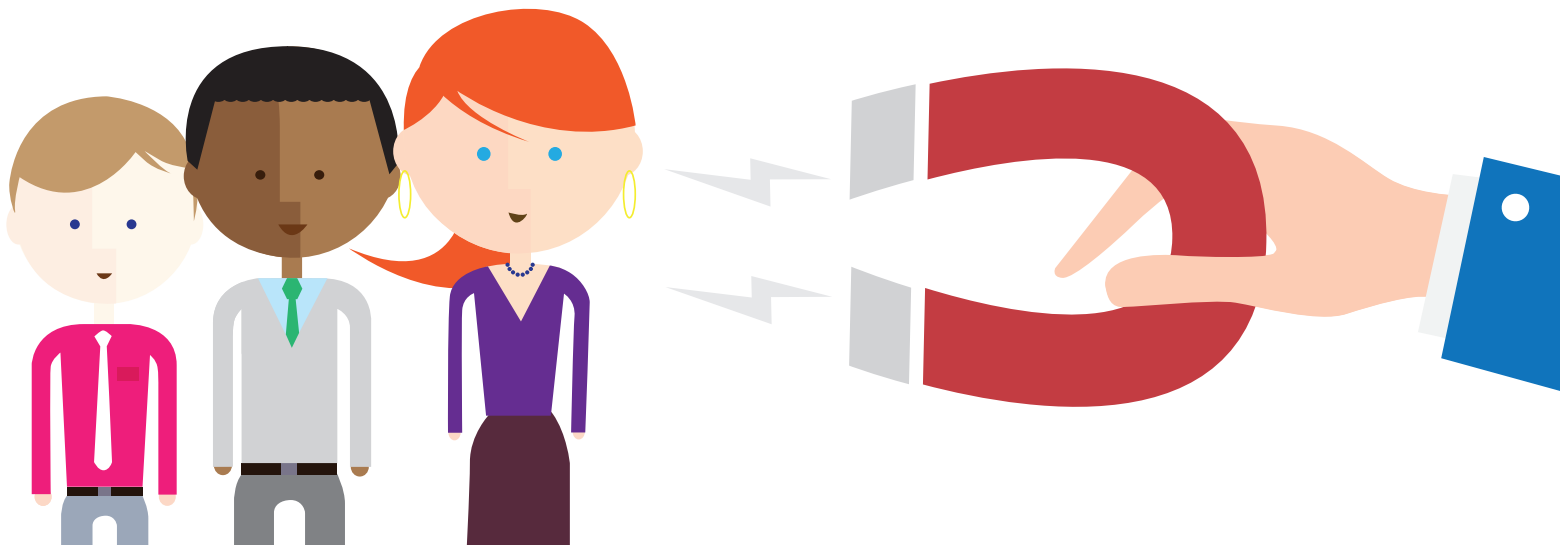


# High Demand recruitment.

*Attracting the right talent*



**When talent's in short supply, chances are the person you need already has a very good job. Which means it's even more important to make sure what you're offering is as attractive as possible. That's where we can help.**

In High Demand recruitment, there are two types of candidate:

1



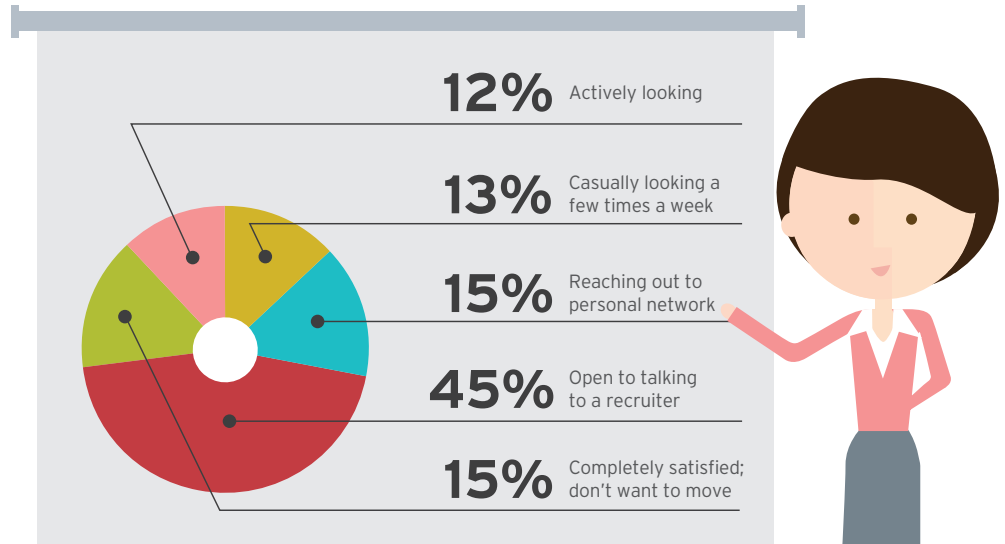
- **Active** - A candidate who's active in the job market, reviewing job boards regularly and applying for positions. They're seriously looking to move for a specific reason.

2



- **Passive** - Someone not actively looking to leave their current employer and happy in their job; but who, if approached in the right way about the right position, would be open to discuss new opportunities.

According to a recent LinkedIn report, this is how the current recruitment market looks (and this is the whole market, not JUST High Demand):



As you can see, by far the biggest group isn't actually looking for a job, but is open to talking to recruiters. Fact is, the talent you need may well be in that passive group; and thanks to widespread social media networks, those people (especially in High Demand Markets) rarely reach the active stage, being placed while they're still passive.

So it's very important we work hard to let them know what you have to offer, and make it so attractive they'll feel they simply have to find out more. That means looking at it from a different point of view.

# Why do people move jobs?

You enjoy your current job. You're challenged, motivated, happy.  
So what would make you consider changing?  
What sort of questions would you ask yourself?

How about some of these?



# The importance of the job spec

As a passive candidate, you're happy in your job. So yet another run of the mill job spec in your inbox isn't going to interest you. It needs to be **something different.**



## What appears on your job spec currently? Probably:

The role and responsibilities



The skills required



The background and experience required



## The same as everyone else!

At Nixor, we work with you to build specific recruitment plans to maximise the efficiency of each search. To do that, we need you to help us with as much information as possible.

No company can tick every box when it comes to appealing to a diverse range of candidates across numerous skill sets. The things that will make your role stand out to a project manager may be disregarded by a software developer.

But what we can do to succeed with Passive candidates is make sure your business plays to its strengths, and make your proposition bespoke to each person you target.

We'll advise on how best to go about your search and how to appeal to target candidates. And once we've got them interested, we'll help you secure the best talent available.

# Managing Passive candidates

If you're trying to lure someone away from their current job, there are a few important things to consider:



## Take a flexible approach to interview

We may need to set up an informal fact finding call prior to interview or interviews out of core hours - remember, we've approached the candidate here.

## Lack of tenure in current role

If the candidate has less than a year in their current role and their CV lands on your desk, they're not necessarily a 'job hopper'; instead, look further back in their history to get an idea of their job stability.



## 'Activating' a passive candidate

Just because someone wasn't actively looking to move doesn't mean they'll only look at you when making the decision. Passive candidates usually check other options before committing - so be aware of the competition and show your best side.

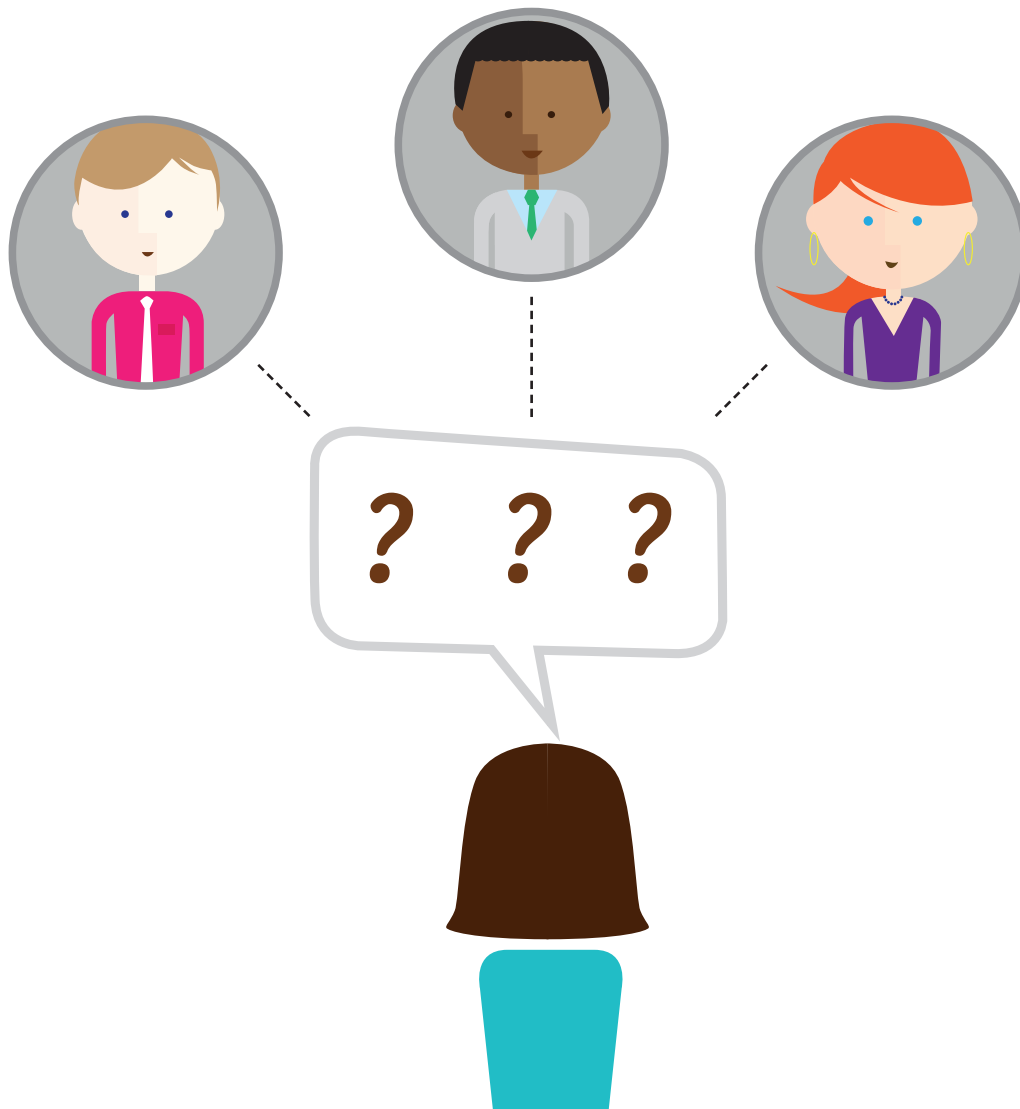
## Pull vs Push

Are you Pulling the candidate to you or are there things about their current position Pushing them? For most passive candidates it'll be the former, so you need to make sure the Pull is as enticing as possible.



## Interviewing in High Demand

Interviews are a two-way flow of information, with everyone assessing the best options for them. Securing the best candidates, especially if they're passive, means you need to assess their suitability while selling your company and the opportunity you're offering. It's not all about salary, either; engaging with the candidate more effectively than the competition is far more important.



It's essential to understand the Pull factors that interest the candidate and promote your business accordingly. Many businesses don't do that, so it's easy to stand out. Simply showing the candidate around the office, giving them a short presentation on the company or walking them through a project plan can make all the difference.

If you're not used to doing it, going to such lengths to sell your business in an interview can feel odd. But those who do it well save money, time and get better quality candidates as a result. Speak to Nixor for advice on how to maximise your chances of securing the best candidates at interview.

**To maximise your chances of securing the best candidates, simply contact us on 0161 714 4150.**