

Magnetize Fresh Talent

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In the war for talent, companies have to become more and more creative in how they market themselves for attracting young talent. Here are some things you can do to get crisp newcomers to look your way:

Sell your company

Announce your brand, and promote your vision, values, mission, and culture wherever you can, especially in career ads, your website and in interviews. Make clear to young candidates the characteristics that make your company a more attractive employer than the rest.

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Use media to market your company.

While you can find out about applicants using Facebook or MySpace, potential applicants also get exposure to you through these same platforms. Technology can be a valuable marketing tool as many new job seekers are using the internet to interface with and identify companies of interest.

Treat your interns with respect.

When they return to their classmates in the fall, they will describe their experiences as your employee. You want the reviews to be positive as word of mouth is a powerful communication tool. It may be a good idea to have an exit interview with your interns before they

leave, to find out what went well and how you can make the next intern's experience better.

Once you've identified a good lead, keep in touch via newsletter, e-mail or phone call.

Occasional communication lets the potential candidate know that you are interested, and keeps you top of mind as a potential employer.

Ask candidates, both successful and unsuccessful, for their feedback on the recruitment process.

Ask, what impressions did they get of you as an employer? Do they have suggestions for improvement?

Be clear about compensation.

Candidates shop around for fit and top dollar. Outline base pay, incentives, benefits, recognition practices, development, and career advancement opportunities. While money isn't everything, it certainly influences their decision of whether to hook up with you or with someone else.

Once you've found the right candidate, it is important that they feel as though they made the right choice in joining your company. These strategies can help:

1. Demonstrate an interest in their career paths.

Young talent want to develop skills and build a career path right from the start. If they don't feel that you care about their development, it will show in their performance.

2. Identify the learning opportunities inherent in the projects or role they are offered.

It may not be clear to newcomers how their role fits into the big picture, so you have to make sure they understand how their work makes a difference.



Furthermore, explain the learning opportunities that are present in projects that they may feel don't allow them to develop new skills. Outline the challenges they may face and how they can grow from them.

