



Part 3 Application Guide – For internal use only

Ten Tips to Recruiting Better Applicants and Hiring Better Employees

You will notice that nowhere in the SoundADvice Article or the Field Guide do we mention radio. This is planned, as we want this piece to stand on its own. They already know that this is coming from you, a radio rep, therefore, we don't always need to be so obvious. (If you are not one of the markets that we have trained on how to approach and sell effective recruitment on the radio, reach out to me and we can set up a time to conduct a zoom call with your team.)

You may be wondering why we are talking about recruitment advertising now, as some people are laid off or were let go during COVID. The opposite is true. Many of these out of work people are very good employees and are either looking or, out of desperation, took a job that isn't perfect for them. These people are "passive job seekers". In addition, major events, like COVID, racial Issues, and Presidential elections make people re-evaluate their lives, including their employment. This too creates more "passive job seekers". NOW is a GREAT time to recruit new and better employees.

There are really only a few times a year that we recommend you DO NOT recruit and that is during major holidays, i.e. Memorial Day, Labor Day, 4th of July (that week only), and then from Thanksgiving through the New Year. (This does not apply to Christmas part-time employment.) Advising your clients and prospects on how to find better applicants and ultimately better employees is one of the greatest things you can do to help them. You will become a valued partner in their business, and this will ultimately help you sell more advertising to them.

As a business owner, you recognize the value of great employees. After all, it's your employees who largely deliver the customer experience that keeps your customers coming back for more and telling their friends about you. A company is never any better than its employees, so attracting the best applicants and ultimately the best employees should be one of your highest priorities.

As we mention in the article, finding applicants isn't the trick to recruiting better applicants. Applicants in most parts of the country are everywhere; the trick is finding the "good" applicants.

#1. Stop Recruiting Where the Job Hoppers Are. The job boards are designed to attract the unemployed and the job hoppers looking for their “next job”. This isn’t to say that you shouldn’t ever consider utilizing job boards, just don’t expect to find the best applicants. Quantity not quality is the real value of job boards. **We mentioned them in the article, Indeed, CareerBuilder, etc. Note: Indeed is one of radio’s largest advertisers. They use radio to attract the “passive” job seekers, otherwise, they would have a large percentage of “active” job seekers and job hoppers. Make sure you use this statement to confirm that radio attracts the passive job seeker.**

#2. Tell Your Story. If your message looks like a help wanted ad, Who, What, When, Where and the What Else, you’ll attract applicants that are only looking for “a job”. By adding the sugar and spice to the job, “what makes the job/career attractive”, you will attract the attention of “passive” job seekers. As a business owner, you know what makes your company compelling to work for, so brag about it when recruiting. Tell your story! **This is one of the most important steps in the process. We MUST write and create better ads. This applies to all recruitment mediums, but radio is in the best position to be creative. DO NOT be conservative with your writing. Tell a FUN and compelling story that stands out. If your ad sounds like a standard recruitment ad, prepare for failure.**

#3. Utilize Your Current “Good” Employees. Your best employees are oftentimes your best resource. Not only will they share with you what the best parts about working for your company are, but they may also know some other GREAT people that may want to work for you. Always use your employees as a recruiting tool. Hopefully, they are your strongest advocate. **You can use these same employees in radio recruitment ads. Getting them to brag on the business is a great way to get the point across.**

#4. Recruit or “Hunt” When the Hunting is Good. Depending upon what type of game hunters are hunting, there are usually times of the day that are better than others. The same scenario applies to recruitment advertising. The passive job seekers, consciously or subconsciously, dislike their jobs the most on Sunday and Monday. Recruiting early week (S-M-T-W) will attract the good employees far better than later in the week when they feel like they have made it to the weekend. **Suggest – Don’t tell! When you have this part of the discussion with the owner/H.R. person, don’t tell them this. Instead suggest that you run your ads on S-M-T-W and the ASK them if they know why we recommend this. Typically, they won’t get the answer, but when you tell them, they will agree.**

#5. Center of Influence. Most people that are disgruntled with their current employment share this with their friends, family, and co-workers. Reaching out to these people can also serve as a good place to hunt. Do you think friends and co-workers are looking at the classifieds and job boards for their friends? Probably not! **Same as #4. Suggest – Don’t tell. If you have specific stories about how this has played out, use them.**

#6: Short Seasons – Hunt Hard. Hunting seasons are typically fairly short. For most businesses, so is recruiting. Therefore, when you are recruiting, don’t just dip your toe in

the pool. Jump in with both feet and attract as many “good” applicants as possible. (Note: If your business is constantly recruiting, most of these rules still apply but not all of them. Visit with your Media Rep about the adjustments that need to be made to achieve continual success.) **DO NOT run light frequency schedules. Your clients will pay a lot more money for recruitment advertising than they will for regular advertising. Why? They are solving one of their biggest problems!**

#7: Bad Eggs. When interviewing prospective applicants, if they claim their last 2 bosses were jerks, it is highly likely that you will be a jerk too. This is a tell-tale sign that this one is not the egg you were looking for.

#8: Change the Message. The big fish don't always swim in the same hole. The big game don't walk on the same paths, and Grandma doesn't always hide the best eggs in the same spot. You **MUST** change the message from time to time to continue to attract the better prospects. The story or message that attracts one person doesn't necessarily relate to the other and vice-versa.

#9: Sneak Up on Them - Use the Right Tools. Most passive job seekers, or their centers of influence, are not actively looking. Using the right recruitment advertising medium, at the right time, with the right amount of effort, and ultimately with the right message is the best way to reach better applicants.

#10: Bonus – Build Your Brand. A well thought out and executed recruitment program with a GREAT story can and will reach and influence your customers. Commercials that creatively describe the attitudes you look for in an employee can persuade your prospects that those same employees are the type of people they would like to do business with. GREAT recruitment ads help build your brand!

Note: Using these suggestions and tips will not automatically eliminate reaching the “Job Hoppers”. They are always out there looking for their next employer victim.

If you would like help in recruiting your next GREAT applicant and employee(s), give your media rep at this station a call. They have been trained with a proven system on how to create a plan to help you achieve your recruitment goals. They are also really great Easter egg hunters, big game hunters, and fishermen and women!

SoundADvice is a co-production of this station and ENS Media USA to help local businesses increase their sales and their return on investment in advertising. Your SoundADvice marketing tips are emailed to you on our behalf from ENS Media USA.

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