



9 COMPETENCIES THAT TALENT ACQUISITION LEADERS NEED TO SUCCEED

Talent acquisition leaders play a critical role in building a robust and competitive organization. How strong and how fast the organization grows depends on the talent acquisition team.

With the rapidly rising demand for top tech talent, the competition is fierce right now. Big players are waging “bid wars” to pull out talent from each other and from different companies, and some of them are even offering million-dollar packages to top technology candidates. As a result, good techies are swimming in multiple job offers that sometimes promise 2-3 times their current compensation packages.

For the success of any organization, it comes down to quality of talent the hiring leaders recruit, and the strategies they employ. A talent acquisition leader plays a critical role in all 3 strategies: attraction, onboarding, and retention. Today, it’s not enough for a company to be good – they have to be great, and they need to create a sustainable competitive edge over the competition in order to survive and prosper. To achieve this, here are 9 key competencies that talent acquisition leaders need to succeed.



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#1 Train your recruiters in selling the job and company better.

In most organizations, it's the sales team that has the greatest impact on the bottom line. They know all the right tactics to turn leads into buyers so the business can achieve its revenue goals and grow.

When it comes to talent acquisition, recruiting is simply another version of sales. It's about connecting with the right candidate and convincing them that your organization offers the best employment opportunity.

For exceptionally good candidates with multiple offers, the recruiter needs to know how to sell the position and the company. It's important for them to maintain the candidate's interest and do a good job in articulating the company's vision, culture, and opportunities in order to close the candidate and not lose them to a competitor. Hence a smart talent acquisition leader would need to train recruiters to be good salespersons as well.

Key sales skills that are important in recruiting:



Candidate Experience



Actively Pursuing Talent Leads



Marketing The Position and the Company



Customizing Your Pitch



Visualizing the Hiring Process as a Funnel



Prompt Follow-ups

Good salespeople are invaluable for the success of a business, and so are good recruiters. Thinking like a salesperson and using top sales strategies can better help you find and secure top talent.

#2

Build trust and communication with hiring leaders to fill positions faster

Good recruiters spend a lot of time focusing on candidate experience - and rightly so. However, it's also critical to build strong relationships with hiring leaders.

The dynamic between hiring managers and recruiters can be tricky. Recruiters often feel that hiring managers do not grasp the nitty-gritties and problems of recruiting, whereas hiring leaders are of the opinion that recruiters don't understand the precise requirements of the positions they are filling. This disconnect results in talent acquisition dysfunction, leading to unfilled positions that affect the organization's morale, productivity, and success.

A negative experience for the hiring manager has been proven to impact recruiters and even candidates, whereas a positive experience can significantly impact the bottom line. Research shows that organizations that improve hiring manager satisfaction are 3 times more likely to reduce time to hire and twice as likely to improve the quality of hires.

Some tips for recruiters to help build trust with hiring leaders:



Understand their talent needs right from the start



Provide visibility around your recruitment process



Be upfront about their expectations and your limitations



Use data & technology to help hiring leaders understand the talent market



Keep communication channels open



Collaborate and learn from each other

Establishing a secure and trustworthy relationship between recruiters and hiring leaders will result in the most optimal recruiting environment for your organization's talent needs.

#3 Train your recruiters with 'OUT OF THE BOX' sourcing methods

Top-level recruiters know that there's not just one way, but rather many ways to attract a steady stream of exceptional candidates. Having a multi-channel recruitment sourcing strategy is the many-pronged key to success.

When a company launches a new product in the market, it advertises it on multiple channels like TV, the internet, social media, billboards, etc. Similarly, when recruiting new talent, recruiters should be trained to take a multi-channel talent sourcing approach to find top candidates.

Multi-channel recruitment is also valuable for recruiters to locate high-quality passive candidates alongside active candidates, for future job positions. If they are only touching base with active candidates, chances are these candidates might have multiple offers, and they would be most likely snapped up by competitors by the time the offer comes to the table.

Popular talent sourcing channels include:



Social Media like LinkedIn, Facebook, GitHub, etc.



Employee referral programs



Specialist user Groups



Targeting competitors



Resume database or Applicant Tracking System (ATS)



Internet Search Engines like Google, Bing, etc.



Niche IT job boards



Specialist IT talent search firms

#4 Embrace diversity hiring best practices

Diversity in the workplace is nothing new, and the organizations worldwide are focused on developing their diversity recruiting strategy.

While hiring, an organization needs to be mindful that its staff includes a variety of people from different experiences and backgrounds. This includes diversity in regard to race, sexual orientation, religion, gender, socio-economic levels, and so on.

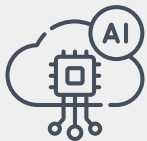
Managers and recruiters concur that diversity and inclusion make for more innovative, creative, and productive teams. Candidates are constantly looking for a diverse work culture and environment, and there are several statistics that show the conclusive benefits of the same. Having varied viewpoints and backgrounds on a team gives rise to fresher and more diverse perspectives to solve problems and drive innovation.



Check out the following tips to diversify your recruitment techniques:



Ensure your job descriptions are inclusive



Use AI tools in the hiring process to eliminate bias



Redesign your employee referral program to work for diversity hiring



Ensure your candidate sourcing is from diverse candidate pools



Take steps to make candidate screening fair and unbiased



Promote an inclusive employer brand for your company

#5 Make your virtual recruiting process more engaging

In the wake of the pandemic, remote or hybrid work models continue to be popular options, and so does virtual recruiting.

However, one drawback of virtual recruiting is that the experience can often come across as detached and impersonal. At times, candidates don't feel as engaged and valued as they might with in-person recruiting methods. So, it's important to brainstorm ideas on how to provide an interactive experience to your candidates during virtual recruitment.

Here are some pointers:



Host virtual recruitment events:

Remote workshops, online job fairs, and virtual hackathons are all good ways to engage candidates. They can also help you source quality talent.



Virtual office tour:

This is a great opportunity to showcase your organization to potential hires. It's a fun and engrossing way to create a good first impression of what a usual working routine looks like, as well as demonstrate your company's corporate culture.



Adapt your recruitment tech stack:

Good technology is important while conducting virtual interviews and hiring events. So check that your tech requirements are up-to-date to ensure a seamless virtual recruitment experience for your candidates. Be sure to give prior notice to attendees about your virtual platform of choice.



Create a positive environment:

Even though you may not be face to face, it's important to make your candidate feel comfortable and at ease. Having a calming background (bookshelves are good), minimizing ambient sounds, and maintaining eye contact help to create a conducive setting.



Set clear expectations:

Letting your candidate know what to expect can greatly enhance the virtual recruitment process. Lay out the process in advance, and outline what is going to happen, who they will be meeting, etc. This leads to more clarity and less frustration on the part of the applicant, creating a better experience.

#6 Identify ways to improve candidate experience during the interview process

A good candidate experience can positively influence an applicant's decision at the offer stage. If your hiring process is well structured and the recruitment team engages effectively with the candidate throughout the process, you can expect a better conversion in terms of candidate 'offer to acceptance' and 'acceptance to onboard' ratios.

Some best practices to improve candidate experience:



Writing a clear job description:

This is the first step in finding, attracting and hiring the right candidate. Have an accurate outline of the job and responsibilities, along with the salary range, benefits and company values in an easy-to-read format.



Setting up an easy application process with lesser clicks:

A complicated and lengthy application process will inevitably put off good candidates. So keep it simple.



Having a well-structured interview process:

The interview is a pivotal point in the recruitment process. Having an organized interview structure will win you top talent.



Setting upfront expectations for candidates:

83% of candidates state it would improve their overall experience if employers set expectations about the recruiting process. Knowing what they're up for can reduce candidates' self-doubt, stress, and confusion.



Timely communication:

Candidates should not be left wondering if their applications have ended up in a black hole. Provide prompt and timely updates.



Making sure your career site is user-friendly and reflects your brand, culture, etc.:

Most job seekers look up a company's career site before applying. Make sure your career site provides useful, relevant and informational content.



Giving and asking for feedback:

If you offer constructive feedback to rejected candidates, they will be more likely to consider your company for a future opportunity. Also, feedback you receive from candidates can be valuable for improving your candidate experience.

#7 Create compelling culture driven stories to impress candidates

Research shows that 77 percent of job seekers across the US, UK, Germany, and France consider a company's culture before they apply for a position. Company culture has become a buzzword when it comes to recruitment, and companies are starting to sit up and take notice.

Company culture is considered to be the 'personality' of an organization, that defines the atmosphere of its workspace. Defining your company's culture with compelling stories on the careers page is key to capturing the attention of potential employees. This is especially important in today's candidate-driven recruitment scenario, where job seekers have multiple offers and companies to choose from. Your company career page could be the deciding factor for a great candidate.

A career page needs to be attractive in content, look, and feel, having the ability to instantly capture the attention and interest of a job seeker. Seize this opportunity to tell the candidate who you are as a company, what you are offering, and why they would want to work at your organization.



Check out these other tips to highlight your company's culture:



Outline the values that define your brand



Promote your flexible workspace



Celebrate and welcome diversity



Offer virtual workplace tours



Highlight your social & environmental consciousness



Showcase learning and development opportunities

#8

Create recruiters at all levels of organizations by seeking referrals

Research shows that referral programs can save companies approximately \$3,000 per hire, and that candidates referred by a company's employees are hired 55% faster.

There's no doubt that employee referral is one of the fastest and most cost-effective ways to source candidates. When you encourage an employee to refer a good candidate or reward each referral that results in a hire, they feel obligated to the company in helping find and hire the best talent. Candidates from referrals tend to be of superior quality since employees are more conscious and aware of their organization's specific needs. Referrals are usually a good cultural fit and may need less onboarding when hired.

Thus to create a competitive team, candidates should not only come from recruiters, but from different levels of a company as referrals. Everyone needs to wear a recruiter's hat from time to time in order to find and submit candidates, and great hires are great referrals. Employee referral programs are also a great way to tap into a vast, qualified pool of passive job seekers.



The top benefits of employee referrals include:



Better quality candidates



Reduced time to hire



Reduced cost per hire



Reduced staff turnover



Improved employee engagement



A more engaged team



Engage the right recruiting partners to find 'in demand' skills

When it comes to top-tier talent acquisition, companies often find it difficult to source the perfect candidate. If you have an urgent position to fill or if other talent sourcing channels are not yielding much as per your expectations, consider using a specialist recruiting agency such as Employvision to find and hire talent quickly.

Talent acquisition leaders know that in order to find top talent, it is important to pay top dollar. Great candidates don't come cheap, nor are they always actively looking for jobs. Good Recruitment agencies are a critical component in providing excellent recruitment service and exceptional candidate sourcing for your client requirements. Being a third-party agency, they can partner with your talent acquisition team and keep them informed of various options candidates have, help increase your interview to offer ratio, and reduce your time to fill jobs. Companies need to have access to passive candidate databases, and to do so, they should connect with expert recruiting firms.

A good IT search firm usually has a strong candidate resume database, experience in finding top IT talent faster, and the ability to represent your brand well to candidates. They can potentially do a better job than your corporate recruiter who is not well trained in IT jobs.

Employvision is a specialist recruiting firm which has been in talent acquisition for the past 15 years. Leading companies such as IBM, Hewlett Packard, ConAgra Foods, Cisco, Microsoft etc. have leveraged and continue to leverage Employvision's assistance in finding top technology talent. At Employvision, we help small, mid-market as well as Fortune 500 firms find, attract, and hire top IT talent. Our recruiters are certified and experts at filling IT jobs faster with top strategic hires.

Here are the top reasons to work with a recruitment partner to achieve your talent goals:



Large database of pre-qualified resumes



Faster hiring



Specialist recruitment knowledge



Better candidate quality and experience



Enhanced market knowledge & industry expertise

CONCLUSION

The war for technology talent is becoming fiercer across all industry sectors even as the economy continues to struggle in the aftermath of the pandemic. It is critical for recruitment leaders to enhance their talent acquisition strategies to attract and retain top talent.

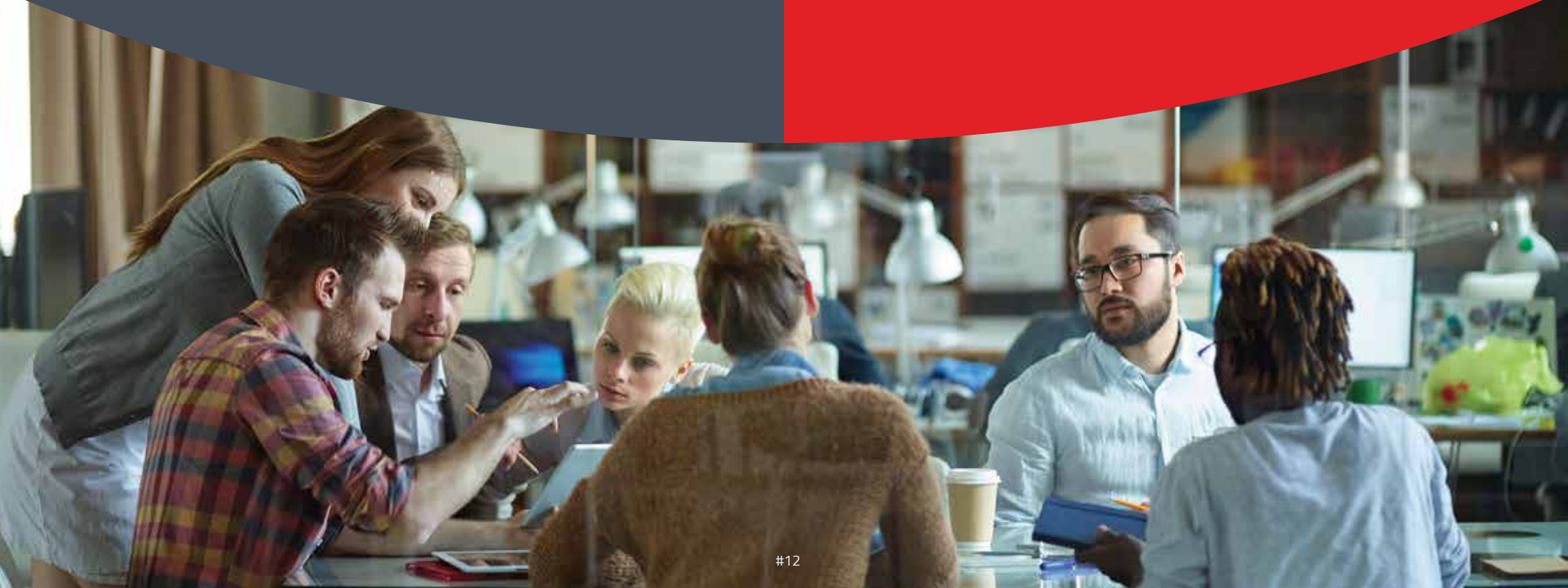
Employvision, one of the leading recruitment agencies in USA, with over 15 years of proven track record in recruiting top technology talent, we believe that in the current hiring scenario, Talent Acquisition Leaders will need to remain flexible, adapt quickly, and embrace the changes in order to acquire top talent. In order to onboard quality IT talent, they should consider applying some of the strategies highlighted above.

For best-in-class talent acquisition services, contact Employvision today.

About the Author – **Ash Geria**




“ With over 17 years of proven track record in partnering with some of the world’s best employers in finding, attracting, hiring, and retaining top technology talent, Ash Geria is the Founder and CEO of Employvision and the partner you want to walk with amid the war for tech talent. He created this content to share his best practices to find, hire and retain top talent.



Contact Employvision today for help with your hiring needs

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