

Recruiting direct? Job copy advice in the current climate.

At Beyond The Book we know all too well how market changes can significantly impact recruitment advertising, and we have to change our strategy regularly. We want to impart that knowledge to businesses who are undertaking their own direct recruitment, to give you every chance of success. No conditions!

The current climate is tough. There are plenty of candidates in the market, but there has been a massive hike in demand since April 2021, and it is unrelenting. Inevitably, this means there are many opportunities for each candidate – especially the good ones! We have observed a big drop in advertising success, as candidates don't need to spend precious time sourcing opportunities; they are being approached left, right and centre.

But, if your strategy is to advertise, and you don't have access to recruitment platforms and sourcing tech, how can you cut through the clutter?

Here are some ways to approach writing job copy in a saturated climate:

- **Be transparent.** Make it clear who the employer is and include a salary bracket. Candidates will avoid opportunities where the salary isn't clear, to limit the risk of them wasting their time and a perception (often misplaced) that it means the salary is lower than market standard.
- **Be targeted.** Rather than putting job copy together that speaks to a large audience, try to write it with enough specific detail so it speaks to exactly who you want to hire. Highly targeted messaging will save you time in filtering the applications and engage the right person/people.
- **Include company information and specifics around culture.** Culture is very important to candidates, so definitely describe it, but ALSO substantiate it. What do you do, or offer, that demonstrates the culture you've described?
- **Be clear about your benefits and flexible working policy.** It's become very high on everyone's agenda. Regarding flexibility, if you are offering two days a week from home, then those that needed more will not apply. Equally, if you do not have a flexible working policy, then say so and explain why. People will apply and ask the question further into the process. Be aware, flexible working has become more than about logistics of travel. Candidates can view it as indicative of a trusting culture and a sign that the company is committed to diversity and inclusion. Flexibility doesn't discriminate against access limitations, cost of travel, childcare etc. Regarding benefits, where they are attractive, list them! Candidates are very keen to compare benefits to other opportunities and not listing them can prevent people from applying.
- **Include an 'About You' section,** which really talks to the perfect candidate in an engaging way. Instead of a list of your requirements, which can feel one way, turn your job copy into an engagement piece. For example, instead of "*good communications skills*", say, "*you really appreciate the value of good communication*", or instead of, "*the ability to sketch your ideas*", say, "*you enjoy showcasing your book of sketched ideas, as well as finished design*".
- Given that when you advertise direct it is transparent, candidates will very likely research your organisation before applying. Try to make sure, during your campaign, that social content and new web content are culture relevant and positive (albeit truthful!)
- **Lastly, be clear about your response policy and timescales.** Candidates want reassurance that they will be responded to, and to manage their expectations even more, give a timescale such as, 'we will respond to all applications within 48 hours'.

Should you need any more advice, we are always happy to help.

Please contact **Anna Smith** for more info or call 01789 451510.

