

# How to Find the Right Candidate In 2024



In 2024, it's still tough to find the best candidates for your job vacancy. While you might receive many applications, they are often not the applicants you really want to hear from. This can result in you accepting someone who is just okay for the job, or even worse, hiring someone completely wrong for the role and your company.

## Hiring Successfully in 2024

The key to successful hiring in 2024 is to take a more proactive approach to finding your candidates. Your hiring plan shouldn't kick in only when you have a job vacancy, it should be ongoing throughout the year.

## Attract Candidates Throughout the Year

Drawing in possible candidates for your future job vacancies, even when your small business isn't actively hiring, is a smart approach that can contribute to building a pool of talent. Here are some practical ways for your small businesses to attract candidates consistently throughout the year:

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- **Build a Strong Employer Brand**

Building a strong employer brand means presenting your company as a great place to work. It's not just about job ads; it's about showcasing your values, culture, and perks to attract and keep the best people.

- **Networking**

Networking is a great way to find potential employees. By connecting with people through events or online, you can identify talented individuals and build relationships that might lead to future hires.

- **Create an Engaging Careers Page**

Keep your website's careers page current and engaging, even if you're not hiring right now. Share information about your business culture, benefits, and learning opportunities.

- **Stay Active on Job Platforms**

Ensure your company details are up to date on job platforms such as LinkedIn, Indeed, and Glassdoor. Connect with potential candidates who show interest in your company.

- **Utilise Social Media**

Consistently post updates about your company on social media to. Utilise platforms like LinkedIn, Twitter, and Facebook to share your business news, showcase your team and show why people would want to work for you.

## You Have a Job Vacancy

If you haven't been actively recruiting throughout the year and don't have a list of potential candidates, or if it's not the right time for the person or role, don't worry. In this situation, your focus should be on actively searching for candidates and unlocking pools of talent and here's how you can do it.



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- **Craft scroll stopping job ad**

If you want job seekers to apply for your position, it's important to create an appealing job ad. When posting on job boards, use words to describe what it's like to work for your company, what you can provide, and what you're looking for. On social media, get creative with visuals like graphics and images to catch people's attention and encourage them to apply. For the best response be sure to include the salary, tailor your ad to your ideal candidate, explaining why they would want to work at your company and outlining the responsibilities you need them to take on.

- **Reach Passive Candidates**

Passive candidates make up nearly half of all candidates, so you need to be reaching them. A proactive way to do this is to utilise online job platforms such as LinkedIn, Indeed, Reed etc.. These platforms include extensive candidate databases and sophisticated search filters, allowing you to target candidates based on specific criteria such as skills, experience, and location. Additionally, consider niche job boards relevant to your industry for targeted reach.

- **Tell Everyone**

Make sure everyone in your circles knows you're hiring, from family and friends to your professional contacts. Clearly let them know what position you're looking to fill, describe the kind of person you're hoping to find, and ask if they know anyone who fits the bill. While referrals are valuable for recruitment, make sure that those referred go through your standard recruitment process like any other candidate. This ensures that they are genuinely suited for your job.

- **Use Technology**

Using technology like an applicant tracking system (ATS) can make the recruitment process easier and more effective. It can help you reach more potential candidates through online platforms and social media. Technology also allows for creating attractive job ads and organising candidate information effortlessly. When dealing with referrals, using online assessments ensures a fair evaluation, focusing on skills and qualifications. In simple terms, technology makes hiring simpler, reaches more people, and ensures a fair selection process for small businesses.

- **Get Professional Recruitment Support**

If you're in a rush to hire, have limited time, or lack the expertise needed for recruiting, you might find it beneficial to seek assistance from a professional recruitment service. Recruiters are experts at finding and choosing the right candidates for your job, which saves you time and lowers the risk of making a poor hiring decision.

