

STRATEGIES TO FILL TOUGH POSITIONS



WEBINAR REPORT

Created by:

MARK LOUGHNANE

COO

RENT A RECRUITER

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- ✓ We work as an extension of your operations, our team is your team!
- ✓ We take the headache out of recruitment so you can focus on your business goals

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WELCOME





WEBINAR INTRODUCTION

introduction

Recruitment has become increasingly challenging in today's competitive job market. Filling tough positions requires innovative strategies, dedicated tools, and a comprehensive understanding of the talent landscape. This white paper consolidates the main talking points from our recent webinar, providing actionable insights and strategies to effectively fill challenging roles.

We've structured the paper, similar to the webinar, to cover four key areas:



Something Free:

Strategies or tools that can be implemented without any cost.



Something Quick:

Quick-win solutions that can yield immediate results



Something Slow:

More time-intensive strategies that offer significant long-term benefits.



Something with a Cost:

Investments in tools or services that can greatly enhance recruitment efforts.



Webinar Speaker Profiles



Mark Loughnane,
Chief Operating Officer - Rent a Recruiter

As the COO of Rent a Recruiter, Mark leads a team of experienced recruiters who help businesses streamline their hiring processes and attract top talent. Mark's experience in the recruitment industry spans across various sectors, including life sciences, manufacturing, and construction.

With a passion for recruitment and delivering high-quality recruitment and management consultancy services, tailored to the specific needs and goals of each client. His mission is to enable businesses to grow and succeed by connecting them with the best candidates in the market.



Tom Bentley,
Talent Business Partner - Kingspan

Tom has just started with Kingspan Group and has been involved in recruitment for over 20 years, initially with recruitment agencies and then in-house with organisations such as Dell, SAP, and Fitbit. He loves building teams, working on recruitment strategies, and developing company culture with a hands-on approach and a focus on DEI. As Head of EMEA recruiting for Fitbit, Tom was fundamental in their EMEA growth, working on global projects in a fast-moving, high-growth environment.





Webinar Speaker Profiles



Tara Connon,
Senior Account Director - LinkedIn

With over 19 years in sales across global SaaS, recruitment, and retail brands, Tara has consistently demonstrated excellence and innovation. Recently honored as the Staffing MVP for the UK and Ireland in Q1 FY24, she is currently serving as a Senior Account Director at LinkedIn. Her previous roles include Digital Marketing Specialist and Business Development and Marketing Manager, giving her a great mix of experience for this call today.



Alan McLoughlin,
National Account Manager - Staffing at Indeed

Alan is an experienced Sales and Account Manager for Indeed, managing both high-value and high-volume sales with a focus on the recruitment industry. Alan has a proven track record in client relationship management, business development, and sales to multinationals and SMEs across multiple sectors. Previously a recruiter with some of Ireland's largest agencies, Alan can provide advice and recommendations on best practices to attract candidates using Indeed.



SOMETHING FREE?

Strategies or Tools That Can Be Implemented Without Cost



 Rent a Recruiter

Making Sure Your Ads Are Attractive:

I've lost count of the number of times I've viewed companies' job ads and found them inappropriate for today's market. There are well-established rules for creating a great job ad. The first point is that it's not just the job specification from the hiring manager. Resource: [7 Tips for Writing Attractive Job Ads](#)



 Kingspan

Respond to Candidates:

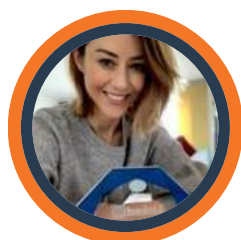
Tom emphasised the importance of responding to every candidate. Ensuring that every candidate receives a response helps maintain a strong talent pipeline. This approach fosters a positive candidate experience and keeps potential hires engaged with your company. Prompt and personalised responses can significantly improve the candidate's perception of your organisation, making them more likely to accept offers and refer others. [Read more about the importance of candidate communication.](#)



 indeed

Free Advertising on Indeed:

Alan highlighted the use of Indeed's free job posting options. By utilising these free features, companies can attract candidates without incurring additional costs. Indeed offers a variety of tools to promote job listings, such as company pages and sponsored jobs. Utilising these free options can expand your reach to a broader audience. [Learn how to use Indeed effectively.](#)



 LinkedIn

Optimise Your LinkedIn Company Page:

Tara discussed the benefits of optimising your LinkedIn company page. Ensuring the page is SEO-friendly, meets customer expectations, builds trust, and engages followers can drive conversions. An optimised LinkedIn page not only attracts potential candidates but also enhances your brand's visibility and credibility. Regularly updating your page with relevant content, employee testimonials, and company achievements can make a significant impact. [Guide to optimising your LinkedIn company page.](#)

SOMETHING QUICK?

Quick-win Solutions That Can Yield Immediate Results



R Rent a Recruiter

Utilise Employee Advocacy:

Think of this as an add-on to a referral program. Encourage employees to share job openings on their personal LinkedIn and social media profiles. Send out an email with a link to the job ad and ask everyone to share it within their network. This can instantly get the job ad out to thousands, if not tens of thousands, of views. It's a quick way of getting the job ad to a lot of potential candidates who may be suitable. Caveat: Don't overuse this option, as employees may grow weary. Instead, use it for urgent or tough-to-fill roles.



Kingspan

Utilise Personal and Team Networks:

Tom highlighted the importance of utilising personal and team networks to quickly identify potential candidates. Implementing a referral scheme can leverage existing connections, significantly speeding up the recruitment process. Encourage employees to refer qualified candidates by offering incentives or rewards for successful hires. This approach not only helps in finding suitable candidates quickly but also increases the chances of finding individuals who are a good cultural fit. [Read more about the benefits of employee referral programs.](#)



indeed

Update Content on Indeed and Glassdoor Company Profiles:

Alan emphasised the need to keep company profiles on Indeed and Glassdoor current and engaging. Regularly updating these profiles with accurate information, recent achievements, employee testimonials, and detailed job descriptions can attract and inform potential candidates more effectively. A well-maintained profile can enhance your company's online presence, making it more appealing to job seekers who often rely on these platforms for employer information. [Learn how to optimise your company profiles on Indeed.](#)

SOMETHING QUICK?

Quick-win Solutions That Can Yield Immediate Results



LinkedIn

Adopt a Skills-First Approach:

Tara advocated for adopting a skills-first approach, which focuses on candidates' skills rather than their job titles or degrees. This method allows access to a larger, more diverse talent pool and helps address equity and diversity issues. LinkedIn data shows that the skills required for roles evolve rapidly, emphasizing the need for skills-based hiring.

For example, during the pandemic, there was a significant skills overlap between food service workers and customer service representatives, highlighting opportunities to fill roles more effectively by focusing on skills. Her CEO, Ryan Roslansky, tells an anecdote regarding skills-first hiring which is really interesting. Post-COVID, food service workers were made redundant by the thousands. With everything moving online and every business digitalising processes, there was a huge uplift in “customer service rep” roles. What companies failed to identify was that there is a 70% skills overlap between a food service worker and a customer service rep, but the connection wasn't made and customer service rep roles went unfilled and food service workers remained unemployed.

A job is simply a set of skills and tasks if someone meets 70-80% of the skills, talk to this talent pool and think about the 20% that you can teach them in-house as part of a retention strategy after they've been hired.

[Learn more about the benefits of a skills-first approach.](#)

SOMETHING SLOW?

More Time-Intensive Strategies That Offer Significant Long-Term Benefits



**Kingspan**

Diversify Sourcing Channels:

Tom recommended diversifying sourcing channels. Utilising multiple platforms such as LinkedIn, job boards, agencies, and referrals can broaden search efforts. By casting a wider net, you can reach a diverse pool of candidates, which increases the chances of finding the right fit for your positions. This approach also helps mitigate the risk of over-reliance on a single source. [Explore diverse recruitment channels.](#)



**Rent a Recruiter**

Educate Your Hiring Managers:

While Tom covered setting up a referral program, another critical point is educating hiring managers. From my experience working with various clients across industries, one key issue that can severely impact a company's hiring process is the inflexibility of its hiring managers. In today's employee-focused market, unless you are Google, offering substantial packages, filling niche or tough roles is extremely difficult. Add to this a manager who can't make up their mind or wants to see more candidates, and it's a recipe for a prolonged vacancy. Educate hiring managers on the tight market, show them where the company stands in terms of overall packages compared to competitors. The more they know, the more willing they will be to compromise.

Resource: [Read my article on Hiring Managers and Their Fear of Missing Out](#)

SOMETHING SLOW?

More Time-Intensive Strategies That Offer Significant Long-Term Benefits



Implement a Branded Marketing Campaign:

Alan suggested investing time in creating a strong brand presence through a branded marketing campaign. A well-executed campaign can attract candidates over the long term by making the company more recognisable and appealing. This involves consistent messaging across all platforms and showcasing the unique aspects of your company culture and values. [How to build a successful employer branding campaign.](#)

indeed



Develop a Strong Employer Brand:

Tara emphasised the importance of building and maintaining a strong employer brand. A positive brand reputation consistently attracts top talent. This involves creating a compelling value proposition, engaging with employees and candidates on social media, and highlighting your company's strengths and successes. Regularly gathering and acting on employee feedback can also strengthen your employer brand. [Steps to developing a strong employer brand.](#)

LinkedIn

SOMETHING WITH A COST?



Investments in Tools or Services That Can Greatly Enhance Recruitment Efforts



Optimise the Use of an Applicant Tracking System (ATS):

Tom advised optimising the use of an ATS by integrating tools like Gem or Calendly. These tools streamline the recruitment process and reduce administrative burdens, making it easier to manage candidate information and scheduling. An effective ATS can improve the efficiency of your hiring process, reduce time-to-fill, and provide valuable insights through reporting and analytics. [Best practices for using an ATS.](#)



Targeted Job Advertising:

Alan discussed the benefits of using Indeed's paid advertising options. Paid advertisements can reach specific candidate demographics more effectively, ensuring that job postings are seen by the right audience. Targeted advertising allows you to focus on particular skills, locations, or industries, increasing the likelihood of finding qualified candidates. [Benefits of using sponsored job advertising on Indeed and when it's useful.](#)



Utilise LinkedIn Talent Insights:

Tara recommended leveraging LinkedIn Talent Insights. This tool provides valuable data and insights to inform recruitment strategies without needing a full demo. It helps in understanding the talent landscape, identifying trends, and making data-driven decisions to enhance your recruitment efforts. With Talent Insights, you can analyse talent pools, benchmark against competitors, and track industry shifts. [How to use LinkedIn Talent Insights.](#)



Hire Rent a Recruiter:

If you have trouble with any of the above points and don't know where to begin, the great news is, we are experts in all of it. We have guided companies in best practices around employer branding, job ads, referral programs, market analysis, and many more. Resource: [Check out our blog on Why Talent as a Service Might Work for You](#)

Quick Fact Summary Sheet

SOMETHING FREE

- Respond to Candidates: Improve candidate experience by ensuring prompt and personalised responses. [Read more](#)
- Free Advertising on Indeed: Utilise Indeed's free job posting options. [Learn more](#)
- Optimise LinkedIn Company Page: Ensure your page is SEO-friendly and engaging. [Resource Guide](#)

SOMETHING QUICK

- Utilise Personal and Team Networks: Implement a referral scheme to leverage existing connections. [Read more](#)
- Update Content on Indeed and Glassdoor: Keep profiles current and engaging. [Learn more](#)
- Adopt a Skills-First Approach: Focus on candidates' skills rather than job titles or degrees. [Learn more](#)

SOMETHING SLOW

- Diversify Sourcing Channels: Utilise multiple platforms to broaden search efforts. [Explore](#)
- Implement a Branded Marketing Campaign: Create a strong brand presence through consistent messaging. [How to improve employer branding with indeed](#)
- Develop a Strong Employer Brand: Engage with employees and candidates on social media and highlight company strengths. Resource: [Steps to develop your employer brand](#)

SOMETHING WITH A COST

- Optimise the Use of an Applicant Tracking System (ATS): Integrate tools like Gem or Calendly to streamline the recruitment process. [Best practices](#)
- Targeted Job Advertising: Use Indeed's paid advertising options to reach specific candidate demographics. [Free vs sponsored jobs on indeed](#)
- Utilise LinkedIn Talent Insights: Leverage data and insights to inform recruitment strategies. [How to use Talent Insights](#)



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TO AGENCY SUPPORT!**

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Our expert talent acquisition teams embed into your HR department, offering end-to-end recruitment support that's both efficient and effective.

On-Demand Resources:

Get access to essential resources exactly when you need them, ensuring your recruitment process is seamless and stress-free.

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With specialist support in technical domains, we bring winning strategies and deep talent pools to help you scale your business effortlessly.

Consultancy Reports:

Employer branding audits, Employee Net Promoter surveys & analysis reporting, Attrition & Retention (A&R)



Experience the difference of professional, efficient, and innovative recruitment solutions tailored to your unique needs.



AWARD WINNING RECRUITMENT SOLUTIONS

Our flexible embedded plans for on-demand recruitment support are designed to significantly lower your cost and time per hire, and provides you with the competitive edge you need in attracting talent.

Our Partnership Objectives:

- ✓ Drive down your overall cost of talent acquisition.
- ✓ Reduce your team's time spent on recruitment duties.
- ✓ Increase the efficiency of your company's time-to-hire.
- ✓ Release the pressure points in your current recruitment model.



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Thank You.

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for professional recruitment support.**

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