

Are You Using the Internet to Win Top Talent?

BY MELANIE REMBRANDT

In order to find the best employees for your company in today's talent war, are you doing everything possible to promote your company to potential new hires? Because of the current economic downturn, the online recruitment industry is flourishing. Now, even the smallest companies can afford to take full advantage of the Internet for recruiting purposes. Here is some tactical advice to help you seize this opportunity and compete for top candidates online.

Where do you begin?

If you don't already have one, you need a comprehensive employment section on your Web site. "Recent independent studies of job seeking trends consistently point to companies' employment websites as the main communication mechanism between job seekers and employers," states the Electronic Recruiting Exchange. Rather than waste excessive time and energy building a stand-alone site, it is cost-effective to utilize the experienced services of an application service provider (ASP) to handle your entire e-recruitment solution and connect to a network of valuable candidates quickly. Look for a solution that can adjust to your growth and budget constraints. If you simply select a large, cumbersome e-recruitment affiliate, you might end up paying for more services than you need.

An e-recruitment ASP should be able to provide a complete solution that includes: extensive searching, job posting to both free and fee-based sites from one location, matching, ranking, reply functions, security features, connections to a large network, and organizational capabilities that are easy to use so that you can concentrate on core business issues. A Web-based application allows

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you to quickly access your recruitment information at any time without having to deal with an internal technical department. Look for a solution that can automatically remove expired jobs and update the listings on each cross-posted site for you. Also, an ASP that uses the saurus-type concept searching rather than simple key words to match candidates with employers will supply more refined results.

Keys to successful e-recruitment

Now that you know what to look for in a good e-recruitment ASP, what are the important elements to have for your site to be successful? The aggressive expansion of the e-recruitment industry has made it possible for small businesses to afford the same key promotional efforts large corporations use to find new hires. These include an easy-to-use career section on a Web site, a company profile, cross-posting jobs for additional exposure, intelligent matching systems, and candidate database searches. Here are some key components essential to a s u c c e s s f u l e-recruitment process.

1. A company description

This is your chance to market your company's work environment. Provide all of the information potential candidates need to make a knowledgeable decision about working for your company. Write interesting, but to-the-point, descriptions of all of your company's benefits to capture the attention of potential employees. Include information such as: announcements, employee interviews, student and mentor advice, welcome notes, surveys, feedback, local community information, corporate culture, and educational data. Put yourself in the candidate's shoes. What kind of information would you like to see on a company's Web site if you were looking for a job? What kind of special benefits do you offer that would motivate a candidate to apply for a position at your company? Answering these questions will help you to write verbiage that will increase return site visitors and the number of candidates interested in applying for open positions at your company.

2. A company profile

A company profile generally includes a company description, a logo and links to the employment section of a company's Web site. Some e-recruitment ASPs distribute these pro-



- Are all of your links functional?
- Is it easy to get information about open positions and immediately apply for them?
- Is complete contact information handy?

If you offer visitors and job seekers valuable, hassle-free information, they will be more likely to return to your site. This will help to increase site traffic, improve your company's professional image and better your chances of creating a relationship with prospective candidates.

As an employer, you also need to be able to access and organize responses fast. In many parts of the country, technical résumés have a shelf life of a mere 48–72 hours. An e-recruitment ASP with fast searching and organizational capabilities can cut response reaction time and the complete recruitment process drastically. You can receive responses, communicate with and assess potential candidates, share feedback with

files across their Internet-based, job board network to help drive applicants to a company Web site and project a brand that visitors and job seekers will react to favorably. Using a solution provider, it's possible to create, edit and activate profiles quickly. This is an effective way to announce up-to-date job openings and promote your company's image and work environment to a large network of potential applicants. Interested candidates, and passive job seekers surfing the Web, can easily learn about your company, access a current list of open positions and apply immediately.

3. Quickness and ease

Can candidates access pertinent information and apply for open positions quickly and easily on your career Web site? Check to make sure your site is user-friendly and dynamic. Ask yourself some simple questions:

- Do all of your Web pages load quickly?
 - Is your data current and well written without any grammatical or spelling errors?

hiring managers, and make a job offer systematically without wasting time evaluating stacks of résumés. In addition, many ASPs offer specific skill-tracking and e-mail response tools that can help you establish relationships with potential candidates.

There are effective and affordable opportunities available right now to help you utilize the speed and networking benefits of the Internet for your recruitment needs. Find an e-recruitment ASP that fits your specific requirements and use company profiles, descriptions, links, cross-posting tools and whatever it takes to successfully promote your company to potential candidates. Talented workers are out there, but it's up to you to capture their attention and inspire them to work for your company! ♦

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