

Stop Selling the Job and Sell the Experience!



When the cost of living is on the increase, particularly in towns and cities, salaries can be the key criteria for candidates when looking for a new role.

But how do companies that can't afford to pay higher than market rate salaries compete for talent? In these instances, recruiting relies on promoting your business as the best place to work.

Help Job Candidates See Themselves at Your Company

With unemployment at its lowest level for years' candidates have options when it comes to choosing who they are going to work for. The economy continues to shift and evolve leading to developments like the current shortage in science, technology, engineering and math's (STEM) workers. This means there are fewer candidates for the companies that need to hire them so it's important, not only to find the right individuals, but to help potential new hires see why yours is the obvious company to join.

The Role

Any company can put together a job description, and for individuals in more established fields, those descriptions often look shockingly similar across organisations. What's missing from a job description is everything else a company brings to the table. The components that make up the full experience of a job that merit emphasis during the interview process to sway candidates. Hiring managers need to highlight these key points if they want to truly stand out and appeal to prospective employees.

Personality

What's your company culture? Don't just fall back on, "Work hard, play hard." Get specific. Point to the types of activities your team enjoys together. Give examples of company anecdotes where the team's overall attitude has clearly shone through. The more details you can offer, the more likely a candidate is able to envision themselves in the group and connect with what they see.

Location & Working Environment

Is your office by the river? What about a gym in the building? Is there an open floor plan with tons of natural light? Are you close to public transportation, right in the heart of the city or town? Do you offer free parking? Is the parking on-site? Are there coffee shops and restaurants nearby? These elements are not to be taken lightly. For a candidate being pursued by another company offering a higher salary, but one that will result in high commute costs, parking fees and a separate gym membership, knowing that a position with your organisation has these advantages can tip the scale in your favour.

Perks

Don't just think of free food (though that's certainly nice). There

are key perks that will appeal to more senior-level employees in particular, such as those targeted at individuals with families. Matching health plans, paying insurance premiums, offering working from home, flexible hours and encouraging generous parental leave time are all critical benefits that inexplicably may not even be addressed until an offer letter, at which time another company may already be in the pole position. Create a perks package that strongly connects with the individuals you're trying to woo, and you're more likely to hold their attention.

At the end of the day, a job is a practical consideration. Most of us need to work to survive, but it doesn't have to end there. We're all human beings with emotional motivations, and when push comes to shove, we would all prefer to enjoy what we're doing.

Think about the holistic experience of working for your company, and use those unique characteristics to your advantage as you strive to build the perfect team. Your employees, present and prospective, will thank you.