

Top tips for attracting talent

1

Engage the correct audience

Many graduates don't apply for a job they are perfectly capable of doing, simply because there are one or two acronyms they don't understand.

Make your advert clear, concise and tailored to the sort of applicant you want to attract.

2

Be up front about salaries

Graduates are suspicious of unclear salaries. Give a neat salary range like '£19-21,000pa depending on your experience.' Large salary ranges like £14,500-£26,000 could make them suspicious. They simply read this as a lower start with impossible targets to meet.

Realism is always much more successful in attracting and keeping the right candidates.

3

Use your client brands to sell your business

Are you working with well-known, reputable businesses?

Use other brands to attract graduate attention, give them confidence and loan credibility to your business from their perspective.

4

Make your business stand out

Think about what makes your business different and attractive to prospective applicants.

Do you have any unique perks or benefits? Be sure to list them in any advert.

5

Be direct and outline your application process

You should consider making direct asks in your adverts, around what you would like to see in a CV. By directing candidates in this way, you could achieve responses that are more appropriate.

6

Sell the 'local' hook

Remember lots of graduates want to live and work in Nottingham at the conclusion of their studies. Nottingham has a number of fantastic opportunities for graduates- make yours count!

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7

Put the word 'Graduate' in the job title

Most graduates start their job search by putting the word 'Graduate' in the search bar. Even though you may have posted a 'Co-ordinator or Analyst' role on a graduate or University jobs board, unless you specifically state the role is suitable for a graduate, they may not believe it is.

8

Get social media savvy

Attractive and relevant content created on social media can have a positive impact in promoting your business. This can also be a great stretch project for creative students.

9

Sharing is caring

Graduates are hungry and value training and learning opportunities. Portraying a sharing culture, with the chance of internal training and development can entice students to apply for a position within your business.

10

Employ brand ambassadors

This is a great way of supporting your attraction strategy on local university campuses. It is a chance to increase brand awareness and advertise employment opportunities to students/ graduates.

11

Introduce referral awards

Rewards such as 'refer a friend' can encourage more word-of-mouth applications from your existing staff and/ or between graduate and student networks.

12

Ask our Employability Team what they think of your advert

They will be able to advise you on how well the advert will stand out amongst other employers they are working with and what their students may think of it.