

Attracting Talent Top Tips

Employability

Know your audience

Students and graduates could be put off with too much technical jargon and acronyms which are very business specific. This might be the first time they have looked at job adverts and they need to clear and concise to ensure you attract the right applicants.

Be clear about salaries

Jobs that include a salary or salary banding are much more likely to attract the most relevant applicants. The use of 'competitive' to describe a salary is very vague and makes it difficult for potential applicants to understand what they are working towards and might be put off applying for the role completely.

Make your business stand out

Your job role will be advertised alongside many other employers who are also trying to attract the best students and graduates. Any of your unique selling points should be included, whether that is invaluable training and development, great office facilities and/or exclusive branded clients.

Consider inclusive attraction techniques

Success for all is one of NTU's main strategic priorities; we work closely with employers to ensure that their attraction processes are as inclusive as possible, without inadvertently putting the most relevant candidates off your role and company.

Be direct and outline your application and selection process

The more information you can provide on your specific attraction and selection techniques, the better. This will enable students and graduates to understand your timescales and processes. Communicating this to potential applicants demonstrates your business' appetite for transparency, as well as allowing important preparation time so that students and graduates can perform their best at every stage of your recruitment process. In return, you then get to witness candidates at their best.

Sell the local 'hook'

Many students and graduates have grown to love their time spent in Nottingham and want to stay but are not aware of all the employers that are in the city. If you are a Nottingham employer, sell the local 'hook' and keep talent in the region.

Consider your job title

Most students and graduates will start by putting 'graduate' in the search bar whenever they use job search tools and platforms. If you can ensure that the job title comes up in search results, you are much more likely to get more relevant applications. Try to ensure that job titles are clear and concise, and this will result in applications from the most suitable candidates.

Get social media savvy

Engaging and creative content suitable for students and graduates could be extremely beneficial for your attraction strategy. Students and graduates are on many platforms including LinkedIn, Instagram and Facebook. This is a great way to raise your brand profile online and could even be a good project for a current student or graduate in the business to undertake.

Outline learning and development opportunities

One of the main objectives for students and graduates upon leaving university is the opportunity to continue with professional and personal development. If you have a successful induction plan or training programme (especially those which are industry recognised), make sure you make any potential applicants aware of what you offer.

Introduce referral awards

Referral awards through word of mouth can be a very good way of getting current students and graduates to shout about your business to their friends and network. You may also want to consider employing a brand ambassador at NTU to work on attracting talent to your business for you.



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