

15

Recruiting Trends
You Should Implement
in 2020



1. How is your recruitment strategy progressing?
E.G. It's been easy to recruit individual

The group all responded that recruiting a challenge for a variety of reasons.

No one indicated that they are having tremendous success.

We are all in the same boat, facing the same struggle.



Some of the challenges include:

- Lack of qualified candidates
- Difficult relationship with the HR department, little say in who gets hired
- The unionized environment makes it challenging
- Hiring process too restrictive
- Interview process may not be the best way to give good judge of character
- Hard to get qualified candidates due to the salary/wage and location
- Lack of experience
- Lack of applications
- Hires leave temporary positions leave for full time



Some of the challenges include:

- Many applicants but not all have the experience if any
- No DZ driver's license
- Candidates don't want shift work
- Use it as a spring board to go to other areas or departments for example the fire department
- Low labour force
- Offering comparable pay
- Lateral movement incentives,
- Cost of onboarding

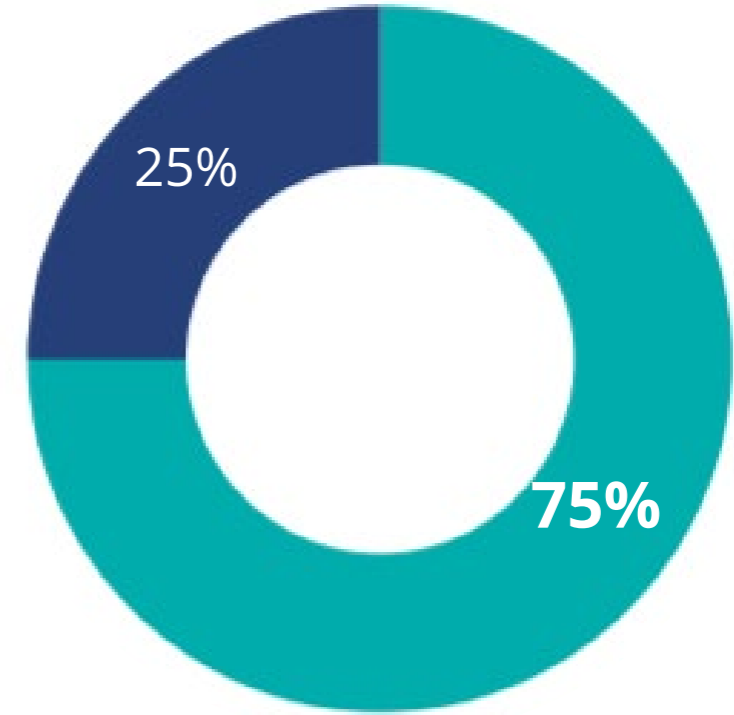


Successful initiatives:

- Providing practical training component to enhance skills
- Testing drivers practical skill first and factoring it into their interview score
- People hired so far have been good and have stayed, interview process working well.
- Recruiting inexperienced workers who are mechanically inclined then providing training i.e. farm workers etc.
- Prequalification aptitude testing
- Grow fresh recruits into the role
- Recruiting by highlighting the excellent benefits and pension plan.
- Providing 6 month contracts to temporary workers, so they can plan effectively
- Utilizing in-house employees for multiple purposes.
- Guaranteeing 40 hours per week for seasonal staff.

90%

of recruiters
say the job market is
candidate-driven.



The way we recruit has changed.

You don't pick talent anymore.
Talent picks you.

The focus is now on **candidates**, who are should be treated like **customers**.

Are you ready?

...to **embrace** these **changes** or
will you be left behind?

Start implementing these 15 trends
ASAP!

Otherwise,
you will end up being the loser
in the **war for talent**
before the year ends!

Let's go! :)

15

TOP
recruiting trends
in 2019

[Source: TalentLyft](#)

Recruitment marketing

Recruitment marketing

What is it?

Recruitment marketing is the process of **nurturing and attracting** talented individuals to your organization using marketing methods and tactics.

75%

of candidates
are passive
job seekers

[Source: LinkedIn](#)

Inbound recruiting

Inbound recruiting

What is it?

Inbound recruiting is a method of **creating** targeted and branded recruiting **content** with a goal to attract talent.

Why is it important?

With inbound recruiting, you **build relationships** with candidates in order to make them **choose you** as their next employer.

62%

of candidates
listed career site as a top
channel for researching
new job opportunities

[Source: LinkedIn](#)



4. Discuss some methods your organization use to post jobs?

- Post online on company website and others such as OGRA, OWWA, Municipal World, CTEN, plus other association websites e.g. AORS etc.
- Consult a recruitment firm
- Hard advertising i.e. newspapers. billboards, flyers,
- Attend job fairs
- Post on LinkedIn, Facebook, Twitter
- Jobsites like LinkedIn, Indeed
- New communication advisors “social media” feeds
- Outreach programs in local high schools, trade schools, and colleges
- Posters and large banner strategically place in the municipality and surround area if possible.
- Word of mouth
- Awareness campaigns in public places like malls, community centres.



5. What are other things you seen groups do?

- Networking events
- Job fairs (hosting and attending)
- Use head hunters/ recruitment firms
- Hand made signs
- Hiring pools
- Promotional videos on Instagram, and YouTube, using technology like Tik-Tok or Snap Chat
- Host an Open house
- Touch a truck
- Fall Fairs
- Radio advertisements
-

Employer branding

Employer branding

What is it?

Employer brand is the term commonly used to describe an organization's **reputation** and popularity **as an employer** and its employee value proposition.

Employee value proposition?

Employee value proposition is defined as **rewards and benefits** which employees receive in return for their performance at the workplace.

69%

of job seekers would not take a job in a company with a bad reputation, even if they were unemployed!

[Source: Glassdoor](#)



6. Other than pay, discuss some of the other perks/benefits/values you receive because you work for a municipality.

Note: Although in categorized as small and large, you set your organization culture so either column can apply to your municipality.

In smaller municipalities you have:

- Family atmosphere
- Contribution to change
- Pride in work
- Roots
- Training and Development opportunities
- Live where you work
- Cost of living reasonable
- Work-life balance with flex-time
- Competitive benefits/ pension
- Job security
- Not profit driven
- A structure schedule
- Clothing allowance
- Close to home
- More personal time for family etc.

In larger municipalities you have:

- More resources
- More opportunities
- Growth opportunities
- Respect
- Great compensation package
- Early retirement options
- Flexibility
- Union protection
- Provides a good lifestyle
- Stability
- Career Advancement
- 40 hours a week instead of the 60 in construction

Candidate experience

Candidate experience

What is it?

Candidate experience is current, past and potential future candidates' **overall perception** of your company's recruiting process.

Why is it important?

Candidates who had a positive candidate experience in your recruiting process will more likely **accept** your job offer, **reapply** in future and **refer** others to your company.

88%

of a candidates
with a positive experience
would increase the
probability of working with
the company

[Source: Kelly Services](#)



7. What are some of the positive experiences you have had when interviewing for a job?
8. What are some of the negative experiences you've had?

CREATE the POSITIVE EXPERIENCE

YOU WOULD HAVE LOVED TO HAVE

Candidate relationship management

Candidate relationship management

What is it?

Candidate relationship management (CRM) is a method for **managing and improving relationships** with job candidates.

Why is it important?

Building relationships with candidates is necessary on 3 levels, with:

- **current** candidates
- **past** candidates (silver medalists)
- potential **future** candidates.

98%

of candidates who had a positive candidate experience would refer others to apply

[Source: Kelly Service](#)

Talent pool building

Talent pool building

What is it?

Talent pool is a **database** where recruiters and HR Managers keep all of their **qualified candidates**.

How to build a talent pool?

Talent pool checklist:

- **applied** candidates
- **sourced** candidates
- **referred** candidates
- **silver medalists** candidates that have willingly joined your pool in an **inbound** way.

48%

of global employers
report talent shortages
as their biggest
hiring challenge

[Source: Glassdoor](#)



9. Brainstorm on creative ways you can build up your list of potential candidates.

- Touch-a-truck: Take a snow plow to local schools, get them interested now for the future.
- Career Day in High School
- Internship/ Co-op opportunities/ Summer Students
- Young Driver School
- Plow-Driver's Rodeo
- Fire Hydrant painting contests
- Kids paint a plow day
- Drop the standard interview process, have them drive as the test.
- Video promotions on social media and television
- Open house, special season tours for example create a haunted house at the yard.



9. Brainstorm on creative ways you can build up your list of potential candidates.

- Video employee testimonials then post online
- Ride along and post on YouTube
- Bring you kid to work day
- Holiday parade, stop and talk to viewers
- Mentorship program for students in school, in all areas not limited to winter maintenance
- Offer training program to obtain drivers licenses for new immigrants,
- Public works week
- Teach people what we do and ask if they are interested in learning how to do what we do,
- Host an open to the town Christmas party, hand out flyers about job offerings
- Partner with Drivewise to run a simulation driving event
- Run a summer camp

Social recruiting

Social recruiting

What is it?

Social recruiting is a method of using **social media channels** (Facebook, Twitter, LinkedIn etc.) for recruiting.

Why is it important?

With social recruiting, you can proactively **search** for potential candidates, **build relationship** with them and encourage them to **apply** to your vacant job positions.

73%

of millennials found
their last position
through a social
media site

[Source: Aberdeen Group](#)



10. What social sites are you using to promote your municipality?
11. Are you personally involved in using social media to promote your organization?
Why or Why not?

Talent sourcing using LinkedIn

Let's work together- Municipality Name:

I came across your profile on LinkedIn and noticed that you have a rich experience in transportation/ driving. My name is recruiter and I work with municipality name, with a 96% rating of employee engagement satisfaction. We are looking for talented individuals to potentially join our team. I am not sure what your current situations is like, but I would love to discuss this opportunity in detail . It never hurts to have a few extra connections in our industry! I look forward to your quick response. Please refer the following link for more detailed information about working for us.

Recruitment automation tools

Recruitment automation tools

What is it?

Recruitment automation tool is a **software** which **streamlines, simplifies and automates** recruiting process, making it **faster** and more **efficient**.

Why is it important?

Modern **all-in-one** recruitment tools offer help in **finding, attracting, engaging, nurturing** and **converting** candidates into applicants.

86%

of recruiters
say that using an ATS
has helped them
hire faster

[Source: GetApp](#)

Data-driven recruiting

Data-driven recruiting

What is it?

Data-driven recruiting is a popular **recruiting strategy** in which HR professionals use **data from** their **recruiting software** in order to make **better** and **more informed** recruiting decisions.

Why is it important?

Using data-driven recruiting has proven to **improve** the most important **hiring metrics**:

- time to hire cost to
- hire quality of hire.

2x

are HR teams more likely to find talent faster and more efficiently if they use data-driven recruiting

[Source: LinkedIn](#)

Employee referrals



12. Does your municipality have an employee referral program? If so, what do you do?

Only a few hands were raised when this question was asked. This could be a great opportunity to recruit and build your talent pool. A referral program does not need to be an expensive or onerous task.

- Create template email, letter or post to share with your staff
- Set up the incentive program, see Sample employee referral reward ideas
- Prompt, prompt, prompt and have your HR department oversee the rest.

Employee referrals

What are they?

Employee referrals are an internal method for finding qualified candidates through **recommendations** from the company's current employees.

Why are they important?

Employee referrals improve:

- **time** to hire
- **cost** per hire
- **quality** of hire
- employee **engagement**
- employee **retention**.

82%

of employers rated
employee referrals above all
other sources for generating
the best ROI

[Source: CareerBuilder](#)

Hey,

A new position just opened up in our transportation department. We are looking for drivers with their AZ class drivers license. If you know someone who you believe would fit the position, you should refer them, because we will reward you if your referred candidate is hired! Send them the link below, share it on your social networks or simply reply to this email with a CV/Resume of the candidate that you want to refer.

Share this link with your friends:

<https://fake.employeereference.example/forMWOW>

Sample employee referral reward ideas

1. Adventure Park
2. Boat Tickets
3. Bus Tickets
4. Charity donation
5. Company swag
6. Day(s) off
7. Favorite book
8. Free meal
9. Amusement/theme park tickets
10. Gas Cards
11. Giant cheque for \$5.00
12. Gift cards
13. Spa treatment
14. Tickets for a concert
15. Tickets for a movie/show
16. Top banner
17. Top mug
18. Vouchers for free product.

Talent sourcing

Talent sourcing

What is it?

Talent sourcing is:

The process of reaching out to **passive** job seekers and **proactive** talent pool building.

Why is it important?

According to LinkedIn, **90%** of individuals are **interested** in hearing about new job opportunities, but **only** one third of them are **actively looking**.

Only

36%

of candidates actively search for a new job

[Source: LinkedIn](#)

Talent sourcing using LinkedIn

Reaching out about an interesting opportunity

Dear Claudette ,

I came across your profile and I would love to connect and chat with you about a client of ours that is looking to hire someone with your skills. If you have some time to connect and chat, do let me know a good time to call you later this week.

With my very best,

Recruiter's Name

Collaborative hiring

Collaborative hiring

What is it?

Collaborative hiring is a hiring method in which both HR teams and teams from other departments engage in the recruitment process.

Why is it important?

Collaborative hiring decreases the **risk of a bad hire** and ensures that the person is a **good cultural fit** for the team.

86%

of employers say they've
hired the wrong person
for a position

[Source: Career Builder](#)



13. Who do you collaborate with for your hiring decisions?

14. Who else could you collaborate with?

Collaborating with different departments, allows you to mitigate some of the challenges of hiring the wrong individual.

Brainstorming areas to recruit could generate ideas that you did not think of individually. When running a collaborative session, use the “Yes, and” approach. Don’t limit your recruitment to traditional qualifications and searches

For example, you could collaborate external with seasonal workers who do landscaping during the spring/summer/fall but may be available during winter.

Structured interviews

Structured Interview

What is it?

A **structured interview** is a type of interview in which the candidates are asked a particular set of **predetermined** questions.

Why is it important?

Key **advantages** of structured interviews are:

- Effectiveness
- Objectiveness
- Fairness
- Legal defensibility.

26%

of employee's performance can be predicted by structured interview (and only 14% by unstructured interview)

[Source: Schmidt and Hunter](#)

Strategic alignment

Strategic alignment

What is it?

Hiring needs to be more **strategic and aligned** with the company's future growth plans. Strategic alignment means **linking** recruitment efforts with the company's strategic goals to **improve** business performance.

Why is it important?

With the increase in talent shortage, employers will have to continuously work towards **closing the skill gap** to support business growth.

90%

of HR leaders know they need to be more strategic

[Source: Human Capital Institute](#)



15. Does your municipality have a clear definition of what it's corporate growth strategy?

If you don't have a clear strategy you will be left behind. Work with your leaders to create a long term recruitment strategy tied to your organizational strategic plan to ensure you are doing everything in your power to recruit top talent.

Take your recruiting strategy
to a whole new level in 2020

