How to Attract the Right Candidates?

Receiving hundreds of applications for your job opening doesn't mean you have the right talent applying to your company. They may not be the right fit for your company. Getting the balance right between the quantity of candidates applying and the quality of candidates applying is important. As an employer, you need to reach out with your job opening to the right candidates in the first place.

Recruitment ads on your website, publications, online and the recruitment agencies can do the job for you. However, you have little control over who actually sees, perceives or acts upon your advertisement. What can you do to ensure that you reach out to the right set of candidates? Be active! Go out and engage not only those who are looking out for a job, but also the ones who are not. As an employer, you cannot ignore the set of people employed elsewhere when you are recruiting for a specific job opening in your company. But, because job change is stressful, the 'employed' group of candidates who are not looking to make a change in their employment will not make efforts to reach you. Don’t leave the decision to act on your job opening in the hands of your candidates—reach out, identify, contact, engage and recruit!

Here are a few more tips to help you attract the right candidates:

- Ensure that your job description is detailed to help a candidate decide whether he/she fits your requirement.
- Don’t put all your eggs in the same basket—job boards! Use different mediums and diverse tactics to find the right candidates. It may be social media, online and print advertisements, job fairs, and more.
- Communicate about the career opportunities in your company to your potential employees to convince them on why they should work for you.
- Use the strength of your employer brand to communicate that your company offers a great workplace to them.
- Select your interviewing team correctly. Involve the people who will actually work with the selected candidate as they have more on-ground knowledge on expectations from the candidate.
- Base the interview questions on the job requirements and prepare beforehand for the interview.
Be accurate and fully explain the job to the candidate during the interview. Employ measures to check if they have correctly understood it, because a wrong person hired can put you back to the start of the recruiting process very soon.

**Conclusion:**

Attracting the right candidate in first attempt is not easy but it is how things must be. By communicating right about your job requirements, you will be able to filter through the hundreds of job applications that may land up at your desk, saving you and your potential employees, frustration, time and cost. Communicating why your company is a great place to work and who will be successful in the job helps candidates decide whether your job opportunity fits their career picture and whether your company is where they want to land up.