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Your toolkit to building a winning recruitment and retention strategy: **Get your company reputation right**

If you're like most companies we work with, you're finding it increasingly difficult to fill open positions. As recruiters whose mission it is to help ADP® clients find the right people to join their company, we feel your pain. And we're here to help!

Recent research from the U.S. Department of Commerce shows that more than 75% of businesses say it's difficult/very difficult to hire workers.¹ The same study found there are roughly half as many available workers for every open job (1.4 available workers/opening) than there has been on average over the past 20 years, and this number continues to decline.

With fewer candidates to fill an increasing number of open positions, you need a well-defined plan to overcome this dual challenge. Want to build a successful recruitment strategy? Here's the plan.

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Make a winning first impression

In the “old days” companies would post a job opening, sit back and watch a flood of resumes come through the door. They’d then have the luxury of choosing who to pursue. This dynamic has now completely reversed. Prospective candidates hold the cards and often pursue multiple positions and receive several job offers. The following tips will help your company stand out in today’s challenging labor market so you can garner a larger pool of candidates and find the right person for your company.

Develop a compelling employer brand

It’s likely you’ve already created a brand for your company. Equally important is developing — and communicating — your employer brand. More specifically, you need to spell out why a person should want to work for your company. Your website is often your first impression to potential new employees. Much like a prospective client, if they don’t like what they see, or what you stand for isn’t clear, they’ll quickly move on.

In addition to your website, ensure your entire online presence — across social platforms and other relevant sites — is consistent and clear in communicating your employer brand. To make the most of this opportunity, be sure to cover the following:

Share your mission statement

What is your company’s mission? Not only in terms of products/services and your business strategy, but also the role employees play in your ongoing success, and ways your company focuses on social responsibility.

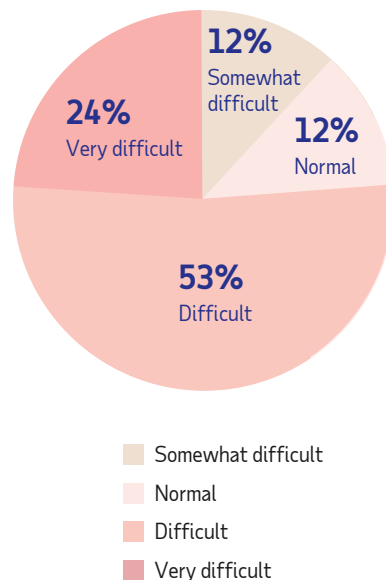
Explain your workplace culture

Having a culture that resonates with a candidate is extremely important. Think about what makes your company culture unique or great. Ask current employees what they love about your company culture and spread the word so you find people that are a good fit — and don’t attract people who aren’t.

Walk the walk on a work-life balance

In recent years we’ve seen a greater emphasis on the importance of having a healthy work-life balance. This is an ideal opportunity to stress your flexibility. As shown below, younger age groups are very interested in employers that offer full or part-time remote working. Offering health and wellness perks, such as gym memberships and mental health resources, are also ways to demonstrate your commitment to a strong work-life balance.

The vast majority of businesses are finding it difficult to hire workers right now



Promote your core values and the causes you support

Candidates want a sense of belonging by working for a company that shares similar values that are important to them. When a company promotes these causes and their community efforts aligns, it's another powerful way to find your fit with a prospective employee.

State your position on diversity/equity/inclusion (DEI)

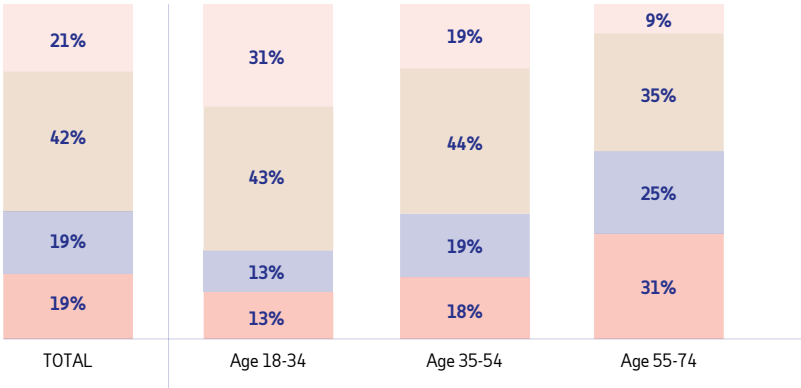
DEI has become increasingly important, especially for millennials and Gen Zers, which now make up the majority of the workforce. DEI is not only important in the eyes of employees, it's also smart business. Companies in the top-quartile for ethnic/cultural diversity on executive teams were 33% more likely to have industry-leading profitability. Clearly spell out your position and how you employ DEI at your organization.

58%

of candidates consider "safety" to be their top priority while searching for jobs.²

If looking for a new role or employer ...

As age increases so does the likelihood of looking only for onsite only positions



- I will only look for 100% remote positions (the inability to work remotely is a dealbreaker for me)
- I wouldn't limit my search, but I would prefer a role that allows for remote work in some capacity
- I will only look for 100% on-site positions
- No preference either way

Communicate your employer brand

Broaden your communication efforts

As a company, communicate your employer brand on your website, job postings, social media posts, during candidate interviews, and throughout your "courtship" with candidates. Make sure your brand message is consistent in all of your communications.

Also ask your employees to be ambassadors by posting honest reviews on places like Glassdoor and Google Reviews on what it's like to work for your company. Candidates will be able to compare the image you project with their experience in the interview to decide if your company is the right fit.

A winning combination

Developing and then communicating your employer brand will set your company apart from the competition. It's also an opportunity to be authentic about what it's like to work at your company and what you stand for. When properly executed, you'll attract like-minded candidates who want to work for your company and vice versa.

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About the authors



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Kiran is dedicated to assisting ADP's HR outsourcing clients develop their talent strategies, and ultimately attract and find talent. She has over 15 years of experience in talent acquisition and is a go-to expert on candidate engagement.



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Aubrey has over 17 years of agency and corporate recruiting experience. As a client recruiter with ADP, she partners with ADP HR outsourcing clients on full cycle recruiting to fill roles that span entry level to C-Level in all major industries.

70%

of job seekers said that they want to work for a company that demonstrates a commitment to diversity, equity, and inclusion.⁴

1. U.S. Chamber of Commerce, The America Works Report: Quantifying the Nation's Workforce Crisis. June 1, 2021.
2. Monster (job board) research data.
3. McKinsey & Company, Delivering Through Diversity.
4. Survey conducted by the Manifest.