

Recruiters beware:

WITH THESE TIPS, YOU CAN WIN TALENTED
PEOPLE OVER TO YOUR COMPANY





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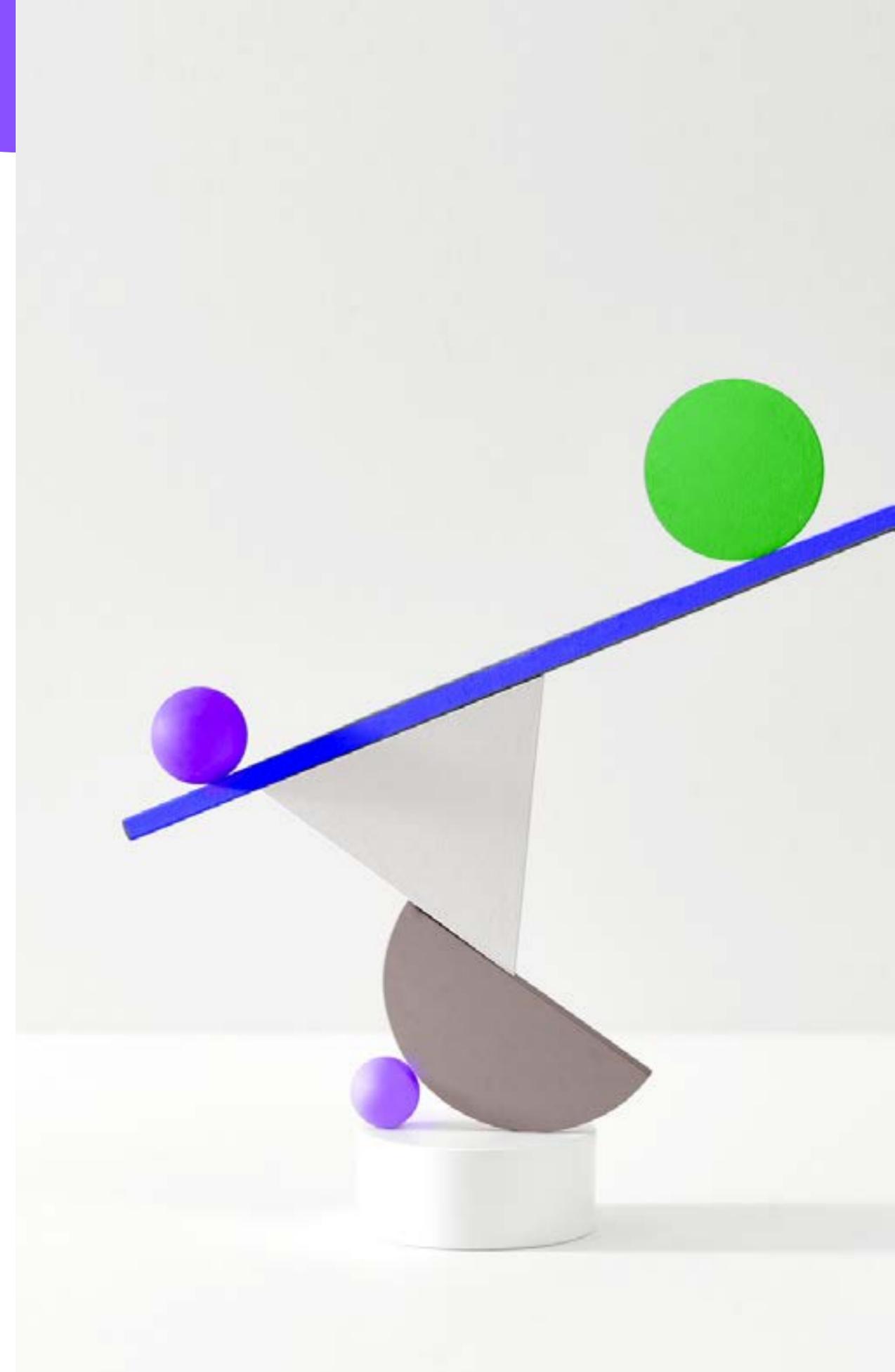
Very few companies are so well known that qualified and talented people apply to them on an entirely unsolicited basis. Instead, there are countless companies that, despite being market leaders in their sector, are virtually unknown outside it. However, it is precisely these hidden champions that usually have a great need to recruit highly skilled young people, and they ask themselves: **How can you optimise your own employer branding to become more attractive and better known as an employer? And how can this and recruiting be structured more efficiently?**

Often it is difficult for hidden champions to define exactly what makes a perfect candidate(s) due to the diversity of job profiles in the highly competitive technical and digital professions. Students and recent graduates who have just finished university are in great demand on the job market. It is therefore all the more important that your own employer branding regularly attracts candidates and that your employer brand is also visible to students at universities and colleges.

In this white paper, we therefore address employer branding opportunities for companies and give you helpful tips for recruiting Generation Z.

We wish you an enlightening read.

Kind regards,
Cécile Farah, International Sales and Expansion Director at
JobTeaser



The first step:

Understanding Generation Z and the requirements

The demands of Generation Z on potential employers are high. When choosing an employer, young people are not only interested in being able to realise their own potential, but also in being perceived and addressed according to their own needs and abilities. This new generation of talent ticks differently. So the first step is to understand how they think, how they find out about potential employers and what their preferred application methods are – so that you can then align your own employer branding and recruiting with this.

A recent Recruiting Trends study by the Centre of Human Resources Information Systems (CHRIS) at the Universities of Bamberg and Erlangen-Nuremberg and the career portal Monster also shows how great the need for this is. One insight is that companies feel insecure and do not feel well positioned when it comes to recruiting Generation Z.

The demands of Generation Z are high

In order for this to change, the following three questions are particularly relevant from an HR perspective:

- 01) What does Generation Z want from employers?
- 02) What are the problems and hurdles for students and recent graduates in the recruitment process?
- 03) What constitutes the optimum application process?



Job advertisements and recruitment process: This is what Gen Z pays attention to

For Generation Z, to which many students belong, job satisfaction is particularly important. According to the aforementioned survey, freedom from worries and security come next. Accordingly, young talents pay a lot of attention to whether an employer can also fulfil these wishes of theirs.

Job satisfaction is particularly important to Generation Z



→ **OUR TIP:** Emphasise remote working options during the recruitment process! If these options do not exist, the likelihood is quite high that a talented young person will not apply for a job or will drop out during the application process and not take the job.

Working from home is becoming a more and more relevant requirement when recruiting Gen Z. So when it comes to the work environment of the future, employers are well advised not only to discuss options for working from home for the next generation but to create clear conditions for it. If there is no scope for working from home, there is less likelihood of finding and retaining qualified candidates.

Understanding Gen Z in the recruitment process: It should be efficient and digital

The situation is also difficult for graduates. They are directly aware of the change in the job market. That is why they actively demand that their universities provide career guidance and support them in their career development as well as in the actual job search. This is a clear indication that they also do not want to feel left alone in their future work environment, especially as young professionals. Here, too, they need guidance and direction.

→ **OUR TIP:** Especially now, companies should be aware of the needs and challenges of Generation Z and adjust their recruitment processes accordingly. In our **JobTeaser Survey**, 90% of young people find it important to receive a reply to their application even if it is pre-recorded and 45% find it important to be able to apply in 1-click, without completing a form.

Make the application process Gen Z friendly: This makes it efficient, individual and fair

What do students and recent graduates expect from the application and recruitment processes? This question is critical to HR managers' success. Significantly more often than other age groups, Generation Z expects the application process to be faster, easier and fairer as a result of digitalisation. More than half (75 percent) use their smartphone when looking for work placements or jobs and consult job offers on their phones and quite a few (33 percent) prefers to apply via smartphone.

➔ **OUR TIP:** In order to make the candidate experience with potential new employers as contemporary as possible, recruiting tools involving just a few steps can help HR experts, for example in the candidate selection process or in making initial digital contact via email.

33%
prefers to apply
via smartphone



3 steps to successful employer branding as a hidden champion

Employer branding has never served the sole purpose of recruiting. When there is a shortage of skilled workers, it helps enormously, but it is precisely in times of crisis that a strong employer brand can best safeguard a company. After all, one thing is certain: the Covid-19 crisis will not put an end to the skills shortage. It is therefore especially important for companies to continue to invest in all relevant communication channels and to be continually present in the minds of candidates.

In order to attract candidates and motivate them to apply, the visibility of your employer brand and the initial contact associated with it is often crucial. Selecting the right touchpoints in combination with the relevant messages for potential applicants are two essential factors in employer branding to ensure that companies receive applications that are more relevant to them. We show how a hidden champion can exploit its employer branding potential in three steps.





STEP 1:

Define the Employer Value Proposition

With the employer value proposition (EVP), central questions are clarified in advance so that your own employer brand can be built successfully. Why exactly should applicants be interested in your particular company? What distinguishes it from competitors? What do I expect from my employees as an employer? All these questions are the basis for defining the EVP.

Therefore, the employer value proposition incorporates all the advantages and core characteristics that make you unique as an employer and thus attractive to applicants and employees.

What makes you stand out from other employers?

- ✓ **REMUNERATION:** The starting point and thus an important factor in defining the EVP. Market and industry values play a central role as orientation for applicants. In general, companies with below-average remuneration need other factors and unique selling points to be attractive to skilled workers and talented people. As a recruiter, you should be well aware of the average starting salary so that you can give young professionals an initial indication of the level of remuneration.

- ✓ **WORK ENVIRONMENT:** Besides remuneration, the environment is an important indicator for talented people. This includes, for example, workplace equipment, how the premises are furnished, what food is supplied and whether there are options for working from home. All of these factors influence the work environment and are particularly attractive to young professionals fresh out of university or college. Describe your work environment using your digital channels so that applicants can get an accurate picture of their potential workplace.
- ✓ **CORPORATE CULTURE:** Whether employees can identify with a company largely depends on the corporate culture. It unites the values of an organisation and also defines the level of shared social interaction. It is an important benchmark for talented young people, so it plays a central role in the definition process of the employer value proposition. Feel free to interview long-time employees here to find out what makes their culture unique and special.
- ✓ **CAREER OPPORTUNITIES:** The opportunities for promotion and thus also the promotion of one's own employees are further characteristics to set oneself apart in the battle for the most talented young people. Appropriate support programmes and further training measures are important, especially for new employees, in order to classify career prospects. Companies should be determined in communicating their offers to talented young people and name them in their employer value proposition.
- ✓ **JOB SECURITY:** Job security is also a decisive factor for many candidates in deciding whether or not to apply. It is precisely here that established companies can hold their own against young start-ups and score points with a stable workplace.

All of these factors are important for the formulation of the EVP. However, it is not enough simply to place a few standard phrases and generic formulations on your website.

→ **OUR TIP:** The more individual the formulation, the more credible it is. If possible, interchangeable arguments should not be used. Rather, it is about targeted benefits that applicants and employees appreciate and wouldn't want to do without.

→ STEP 2: Focus employer branding strategy on desired candidates

To increase visibility in the employer market, you need a clear employer branding profile with well-developed recruiting personas that describe a company's fictitious ideal candidate, his or her wishes, challenges and behaviour modes. As part of your employer branding strategy, developing personas is about perceiving a person holistically and in terms of their facets, rather than just reducing them to qualifications and job references.

An internal brainstorming process can help you to find the necessary information. For example, experiences with 'typical' candidates are collected and unique wishes, needs and challenges of the recruiting persona are defined.

How to align the employer branding strategy with candidates

In all measures, it is important that your employer branding strategy focusses on your desired candidates. The following tips can help:

- 01 State the reasons why it is worth applying and working in your company.
- 02 Select the relevant channels and touchpoints to communicate with your target group.
- 03 Answer relevant questions from your candidates, such as:
 - + What long-term career goals do applicants have?
 - + What are their requirements for a work environment within an organisation?
 - + What prevents applicants from working in your company?



Define needs and
challenges of the
Recruiting Persona



STEP 3:

Thinking about employer branding measures more digitally

E-recruiting must be an elementary part of your employer branding strategy nowadays in order to reach students and qualified personnel. Digital ecosystems and channels open up many opportunities for companies to communicate and make contact in a targeted way.

A big advantage: Almost every channel offers a variety of interaction opportunities that your company can use to get in touch with new talent. Especially now that a large part of the social life of young target groups takes place online, you should by no means neglect digital employer branding and recruitment processes.

➔ **OUR TIP:** Give potential applicants an insight into your company's everyday working life on your website, social networks and at digital university fairs and always offer opportunities for prompt contact.

Regularly test channels and formats in Employer Branding

There are many interactive formats to help you build rapport, answer questions, and to identify those that are suitable and motivated in the process. Using different channels, you offer a truly diverse experience to potential candidates:

- + Career site
- + Employer Branding profiles
- + Social media profiles
- + Live chat
- + Online university fairs
- + University career centres
- + Job apps

Videos and images should always play a central role in your measures and on the relevant channels, because they trigger emotions. The best way to present your employer brand is through real personalities from your company who act as testimonials.

➔ **OUR TIP:** Introduce employees, the culture and the work environment. Videos on your own career site or on Employer Branding profiles are useful and help job seekers find out what to expect. But also try out new types of platforms like TikTok to raise awareness of your employer brand.



5 TIPS for successful Gen Z Recruiting

Particularly in e-recruiting, addressing rather passive candidates is often a successful way of getting applicants excited about your job vacancies and motivating them to apply. Therefore, HR departments are inevitably becoming more focussed on digital recruiting.

Here, it is important to act according to the expectations and usage habits of young talents and to proceed in a way that is as individual, personalised and playful as possible. But what might something like this look like in terms of modern e-recruiting? We have five tips for this.

TIP 1: IMPLEMENT SMART PROCESSES IN RECRUITING

In these times of crisis and according to the Top Global Recruiting Challenges for 2021: Monster Report, the top recruitment challenges include virtual recruitment and the recruitment process.

Companies thus seem to focus on the efficiency of their processes. And that is a good thing, because according to our survey results, 74% of young talents find it important to receive a personalised reply to their application. So it is now up to the companies to set up their HR departments in such a way that the processes can be adapted and optimised.

TIP 2: ESTABLISH A DIRECT APPROACH IN UNIVERSITY ENVIRONMENTS

When directly addressing Generation Z candidates, companies can also adapt to their preferences. When they are asked about which contact channels they prefer companies to use to contact them, there is a clear preference for email. Six out of ten respondents prefer this method.

This approach also works directly in the university environment at the students' respective career centres: JobTeaser's recruiting solution enables recruiters to make direct, fast contact via email, which is what talented young people want. Since the 'Shortlist' tool clarifies in advance whether their basic ideas match, companies can save time and money.

TIP 3: TEST INNOVATIVE TOUCHPOINTS AND RECRUITING TOOLS

Especially in uncertain times like these, it is essential to be active on various platforms to answer questions or proactively to address challenges in the recruitment process. This makes candidates feel like they do not have to deal with their fears alone, but instead that their potential employer will always support them and listen to them.

JobTeaser has developed a variety of digital ways for students to contact companies that help recruiters reach out to talented people.

- + **Messenger Live:** This chat application gives students the opportunity to communicate with partner companies of the relevant colleges and universities, enabling question rounds, discussions and contact building.
- + **Visio Live:** The video tool allows companies to have a 30-minute live video broadcast with students and is suitable, for example, for interactive Q&A sessions with talented young people – all remotely and virtually.
- + **Multiposting in the university environment:** The data-driven solution 'Shortlist', which compares and prioritises profiles of potential candidates based on individually defined candidate criteria. Recruiters can use it to screen more than 100,000 profiles of talented young people. Recruiters can use a keyword-based filter to identify specific search terms and combine various criteria to reach out to an appropriate talented person.

[Request a free demo now](#)

TIP 4: USE SPEED DATING AND DIGITAL CAREER FAIRS

Since larger physical events will not take place for the time being, an alternative is needed where students can quickly and easily find out about several companies. **Digital speed dating or a digital career fair are suitable platforms for this.** Together with our university partners, we rely on digital solutions to keep students and companies interacting and to help transform physical career fairs into an online event. If you have not yet attended a digital career fair, you should do so in 2021 as a matter of urgency.

TIP 5: STAY IN TOUCH WITH TALENT ON A REGULAR BASIS

Especially now, companies and HR managers should be aware of the needs and challenges of recruitment processes for Generation Z and adapt to them. Companies should now clearly show potential applicants what they have to offer. Only through transparent communication to the outside world will you send the right image and achieve the desired recruiting success.

Do not leave talented young people and potential applicants alone. Actively approach them! After all, Gen Z actively demands leadership and guidance from companies and wants to communicate with companies digitally.

04 – Conclusion

In conclusion, accept the paradigm shift – and make use of it!

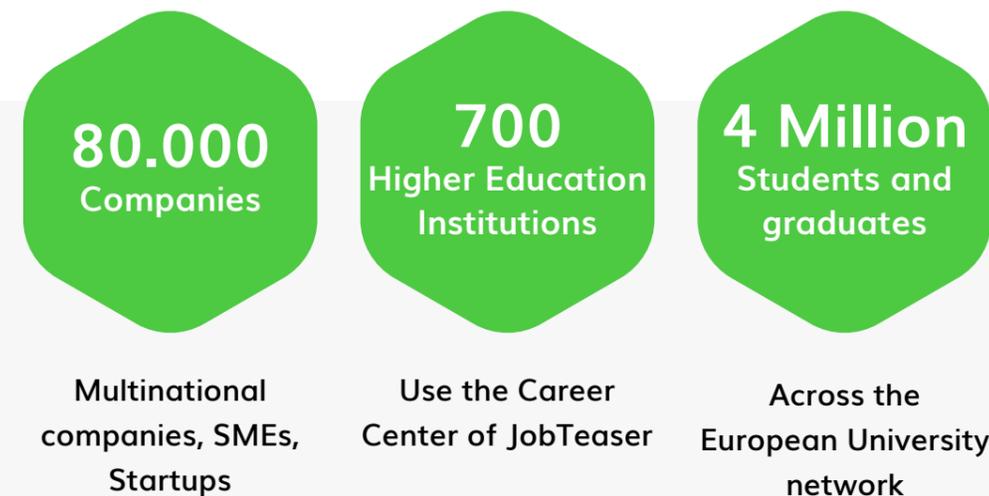
The world of work is undergoing a massive transformation. Being able to deal with this flexibly – to act instead of just reacting – is worth a lot in Employer Branding and Recruiting. Smooth, digital and empathetic communication should be part of this and firmly anchored in your HR strategy. If you succeed in putting this system into practice, it will have a positive effect on your employer brand and make it easier for you to recruit talent.

Engage with digitalisation in your recruitment processes and learn from what Generation Z wants. Because this generation will pass its values on to the previous and the next generations. Give potential applicants clear information about who you are looking for and what you have to offer. Then they will come to you all by themselves.

And support students and recent graduates. Now is the right moment to show your commitment to supporting these young people by helping them find their way, enter the world of work and better understand the current uncertain situation.

About JOBTEASER

JobTeaser is the leading recruiting platform for students and recent graduates in Europe. The unique network connects four million students, 80,000 HR professionals and 700 universities in 25 countries. Around 250 employees and experts in Germany and France are working on this every day.



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