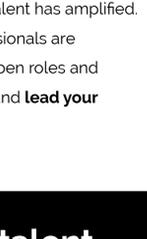
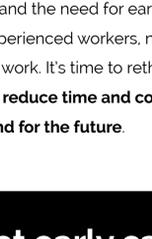
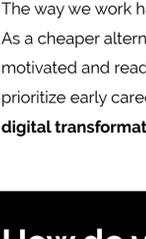


3 Steps to Shape Your Future with Early Career Talent

Discover How to Hire for Potential Not for Experience



Why should you care about early career talent?

The way we work has shifted, and the need for early career talent has amplified. As a cheaper alternative to experienced workers, new professionals are motivated and ready to get to work. It's time to rethink your open roles and prioritize early career talent to **reduce time and cost to hire** and **lead your digital transformation now and for the future**.

How do you get early career talent to care about your brand?

You differentiate the experience and ensure you're using the right recruitment marketing technology to offer a consumer-grade experience.

Step One Attract Early Career Talent

Early career talent consists of entry-level professionals with little to no working experience. These tech-savvy digital natives are eager to begin working but are mindful of company branding, values and corporate missions. To appeal to this group of talent, you need to be **authentic and proactive**.

How do you attract early career talent?

Attract top talent to your brand with recruitment marketing tools that catch their attention. Advocate for your brand on your prime real estate, your career sites to promote your EVP, culture, events and open roles.

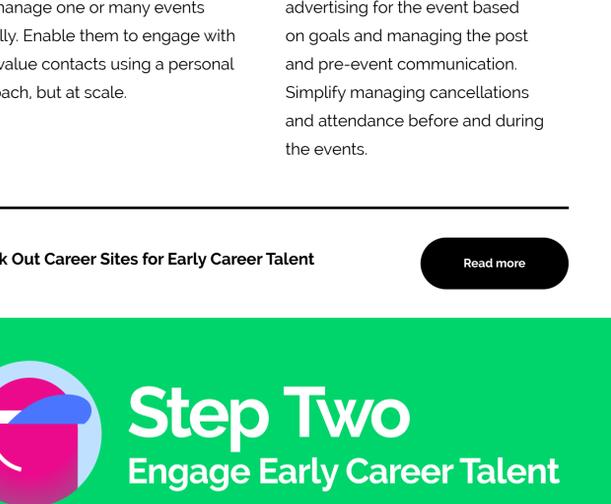
Career pages should be built to target specific groups (by department, location, level of experience and areas of interest). For early career talent, you should always include your current open entry-level roles and career growth opportunities.

Tip

To showcase your commitment to early career talent and professional development, spotlight an intern who went full-time or an internal entry-level hire who moved up in the business. You want to sell your current role and show career path opportunities to appeal to this group of talent.

Mars Attracts Early Talent with Award-Winning Virtual Events

Mars Inc., an American multinational manufacturer of confectionery, pet food and other food products, partnered with Symphony Talent's creative team to attract early career talent with a thoughtful recruitment marketing strategy and virtual career tech to bring it to life.



Results

726

virtual event attendees

256%

increase in talent pool sign ups YOY

23%

increase in website visits YOY

Virtual Events:

Events are an effective source of talent pipelining. In the new digital normal ability to create, market and manage events at scale using virtual tools is critical.



Empower your talent teams to create and manage one or many events virtually. Enable them to engage with high-value contacts using a personal approach, but at scale.



Automate the complexity of advertising for the event based on goals and managing the post and pre-event communication. Simplify managing cancellations and attendance before and during the events.

[Check Out Career Sites for Early Career Talent](#)

[Read more](#)

Step Two Engage Early Career Talent

With a consumer-like experience, early career talent is more likely to engage, apply to open positions, or join a talent community.

Ensure you offer talent pools to interested talent who might not see the perfect fit today.

Don't stop there. Setting up a talent pool for top talent to join isn't the end all be all. You have to keep early talent engaged with authentic content sent directly to their inbox. This group of top talent expects a personalized experience. Treat them like everyone else does, and they will quickly forget your name.

How do you differentiate the experience?

Send out CRM campaigns to early talent communities to keep them engaged. Start a newsletter to share open roles, employee spotlight stories, events like volunteer activities, news from corporate social accounts, etc.

54% send communications after the confirmation email

7% of companies send content other than jobs

Tip

Based on the above numbers, the bar is near the floor. Be an innovator and differentiate yourself from the competition by sending out talent community communications regularly.

[Check Out Why Early Career Talent is the Perfect Talent Pool](#)

[Read more](#)

Step Three Hire and Advance Early Career Talent

Today's early career talent is ready to hit the ground running and find a company that will **offer them a career path**. These new professionals are willing to take entry-level jobs now to solve your immediate hiring needs and are a great contact to make for future openings and career mobility opportunities.

How can you differentiate yourself from other entry-level openings?

Put your internal mobility opportunities on blast.

80% of companies don't offer any internal mobility

It's challenging to attract, recruit and hire top talent. Then, you onboard them and ramp them up to the role. This takes a lot of time and resources. But the chances are that your new hire will start looking to advance their career in about a year or two. This is especially true for entry-level positions.

Internal mobility drives talent acquisition and advocacy. Help your employees and early career talent grow by introducing internal career sites for cross-functional jobs, reconnect them to your employer brand and other employees.

Internal sites mimic external sites with branding designed to match the look and feel of your corporate website. Internal career pages contain landing pages, internal job search, internal job search results, job details, job apply flow, and events and referrals pages.

Tip

Reduce churn and keep your top employees at your company with internal career sites. A mobile responsive site motivates employees to easily explore job opportunities and apply for open roles. Enrich and personalize internal job seeker experiences to keep them engaged.

Talent Marketing Tech that Appeals to Today's Talent

Implement consumer-like recruitment marketing technology to deliver on your hiring strategy.

The SmashFlyX Early Talent Solution helps you find, attract, connect, engage and assess students and grads—all to convert the best talent into candidates, hires and future leaders within your organization.

CRM

Build diverse internal and external talent pipelines and communicate your company goals directly within email campaigns to keep early career talent informed of open roles, company news and events.

Career Sites

Reveal your authentic brand and commitment to early career growth programs on your career pages and enable a chat assistant to answer questions anytime.

Events

With COVID, you can no longer rely on your event presence to be your differentiator. You need to be creating virtual experiences and continued touchpoints to deliver your "why us" message. Virtual events provide that outlet and allow you to automatically pull recommended participants from your early career talent community based on event criteria and goals.

Talent Assessments

Leverage on-demand video interviews to help connect with tech-savvy early career candidates and better understand their interests. Qualify hires with post-apply assessments to dig into unique skills and pose questions that reveal candidates' growth potential.

DEI Plugin

Detect conscious and subconscious bias in content, including job descriptions and campaign content, by implementing a DEI plug-in. This helps you take a step forward toward inclusive progress and opens the door to all talent.

Interested in a demo?

[Let's chat!](#)

About Symphony Talent

Symphony Talent is a global leader in transforming employer brand experiences through talent marketing software and services. Its talent marketing platform, SmashFlyX, unifies CRM, career site, talent mobility and programmatic advertising to help talent acquisition teams automate tasks for efficiency and empower interaction. Symphony Talent has won major awards in creative and employer brand services for EVP strategy, employer brand campaigns, career site design, and more. The company supports more than 600 customers across the globe, with headquarters in New York, London, Bangalore, and Belfast.