
Talos360
Recruitment Advertising Masterclass
Overcoming HR's Achilles Heel
IN-PERSON WORKSHOP
CPD
MEMBER
The CPD Certification Service

Talos360

Tim Clifford

- Online Advertising
- Social Media Attraction
- Careers Websites
- ATS
- EVP & Employer Brand

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Who are

Talos360

Talos ATS

Transform your hiring processes with our advanced hiring platform to attract, manage and onboard the very best talent.

Talos Engage

Unlock insights, improve engagement and boost morale with our intelligent engagement and workforce analytics platform

Talos Attract

Attract, hire and onboard the best talent with our talent acquisition and candidate management solutions.

Trusted By

HOMEBASE
FURNITURE Village
The ExtraCare Charitable Trust
PURPLE BRICKS
CATS PROTECTION
Oak furnitureland
PAVERS
The Entertainer TheToyShop.com

Today

We'll be discussing:

- Time to treat recruitment like marketing?
- Activating your brand
- Employer brand in focus
- The importance of your message
- Why candidates skip over your job ads
- How to write your job ads
- Elements to include in your advertising arsenal
- Avoiding Achilles Heel: A summary
- Full Q&A with Talos360's Tim Clifford


Time to treat recruitment like marketing?

Should recruitment be more like marketing?

Messaging is everything in marketing. You're selling to a person. Recruitment is no different...

You're selling; the candidate is buying.

Here's why you need to act like a marketer:

75%

Of active jobseekers are likely to apply for a job if the employer actively manages its employer brand

Glassdoor

72%

Of recruiters agree that employer brand has a significant impact on hiring

Lincoln

Did you know...

86%

Of recruiters agree that recruiting is becoming more like marketing

Forbes

The key to overcoming HR's Achilles heel is to behave like a marketer...

Understanding that one can't be separated from the other will help you:

1. Develop an attractive EVP
2. Allocate resources effectively
3. Develop your candidate journey
4. Develop a content strategy that elevates your brand
5. Develop a social media presence

91%

Of marketing professionals report that having a content strategy made them more successful

Semrush

Good marketing derives from solid analysis

Marketing is based on thorough analysis. So is recruitment advertising…

To avoid the fate of Achilles, ensure you analyse:

- The successes/failures of previous recruitment campaigns
- What are the tasks, responsibilities and skills required for your new role/s?
- What level of education does your role/s require?
- What's the required background and experience?
- What previous job ads worked, which didn't?

Did you know…

74%

Of small businesses hire the wrong person for the job they've advertised for

HR Grapevine

Activating your brand

Developing a strong employer brand

Without a strong employer brand, recruitment advertising is not impossible – but it's very difficult.

To activate your brand, base it on these three principles:

1. Leadership
2. Company culture
3. Employee engagement

An employer brand based on these principles will:

- Ensure your reputation precedes you
- Help you attract and retain the right talent
- Keep existing employees motivated and engaged

84%

Of employees would consider leaving their current jobs if another company had a better reputation

Glassdoor

69%

Of candidates would apply to a company whose employer brand was being actively managed

67%

Of jobseekers would accept a lower salary if a company had positive reviews

Allegis group

A strong employer brand will attract

50%

more qualified applicants

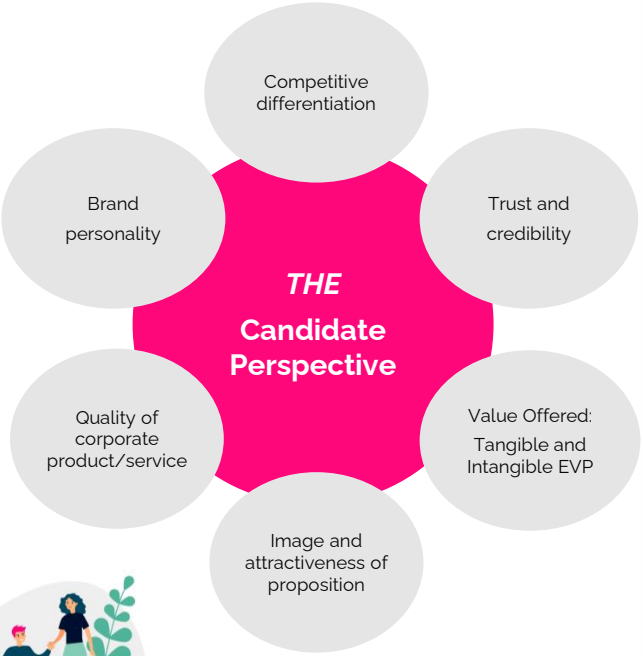
Link Humans

A strong brand - a candidate perspective

A strong employer brand is so important to candidate attraction.

But what does a strong brand look like to your prospective candidates?

Here's what we think:



Did you know...

42%

Of employees said working from home gives an improved feeling of wellbeing

Talos360

Employer brand in focus

A key aspect of your brand will be your differentiator…What's going to make candidates choose you?

The first key is your product.

The other keys only become apparent when you analyse your competitors:

- Are your values and culture comparative?
- Do your benefits stack up?
- Is your salary offer competitive?
- What benefits do you offer that others don't?
- How does your overall EVP differ?
- Are you unique? What could make you unique?

Once you know – you need to communicate your differentiators…

> *A strong brand is neither more nor less than one with more customers than its competitors. How do you get those customers? You do a good job. You offer something better. Don't imagine you have to be a big business. You can be a strong brand in a tiny market.*

Drayton Bird

Former Worldwide Creative Director
Ogilvy & Mather Direct

We live in a social media age where image is everything. Particularly brand image.

The best way to amplify your image is through your employees.

Promote their views and their passion for your company via:

- Your website
- Your social networks
- A careers site if you have one [*if you don't, consider it*]
- Intranet
- Blogs pieces
- External PR pieces

Remember: *Employees breathe life into an employer brand.*

Did you know...

78%

Of candidates say the overall candidate experience they get is an indicator of how a company values its people

Talent adore

People want to be associated with success.

A large part of the employer brand is wrapped up in the product.

For example, what do Coca-Cola, Apple, Google, Patagonia, and Nike have in common?

Perceived quality.

You have a key component of your employer brand if your product:

1. Solves a problem
2. Is efficient and is value for money
3. Meets customer expectations and needs
4. Is desirable
5. Conforms to standards

72%

Of HR leaders worldwide agree that employer brand as a significant impact on hiring

Link Humans


The importance of your message

The right messaging is vital to ensure your brand lands properly.

So, let's look at 10 messaging commandments. established by copywriting legend **Drayton Bird**.

Drayton's 10 commandments:

1. Imagine your ideal prospect
2. Do a compelling selling job (part 1)
3. Write to the ideal prospect
4. Aim for relevant surprise
5. Appeal to deep emotions
6. Tell of a disaster turned triumph
7. Don't be a bore
8. Make your copy clear and easy to read
9. Do a complete selling job (part 2)
10. Search the world and steal from the best

> *Your brand image is primarily an emotional construct. Emotion is probably always more powerful in swaying people than reason, but people like to be able to rationalise their choices…*
>
> **Drayton Bird**
>
> *Former Worldwide Creative Director*
> **Ogilvy & Mather Direct**

When you have your brand messaging wrapped up – the next hurdle is where to place it…

1. Where are *passive candidates* likely to see your advert?
2. Where does the *person* you want to attract spend time online?

This phase is largely a trial-and-error process.

However, using a multichannel marketing approach can help.

Consider:

- Using job boards via a multiposter [more on this later]
- Developing a careers site [and more on this too]
- Utilising social media [and this…]

Did you know…

Of **148.2k** candidates hired via Talos ATS, **52k** were sourced from Indeed, **34k** from bespoke career sites

Talos360 – 2023 BI data

Time

Much of recruitment advertising, like marketing, is understanding your customers.

1. What day is most popular for candidates to apply?
2. And which hour?

When time is money, here are our insights that shine a light on candidate behaviour…

- **3.1.m** of **6.23m** made an application via Talos ATS on a **TUESDAY**
- The hour with the most applications: **15:00 – 15:59**
- Most popular month for applications: **OCTOBER**

6.23m
Total applications made via Talos ATS in 2023

2.4m
Applications made between 12:00 pm and 6:00 pm

3.1m
Applications made on a Tuesday in 2023

Talos360 – BI data

Why candidates skip over job ads

An endless list of requirements

No one wants to read a job ad with 10,000 ‘necessary’ requirements…

Unfortunately, this is a common practice. It’s a lazy one too.

Before publishing a job ad, check:

- It isn’t a copy and paste of a similar role
- The requirements are actually relevant
- That the latest manager has approved the copy
- Does ‘*Must be a Ninja Warrior*’ really need to be included…

Did you know…

On average, men tend to apply for a job when they meet **60%** of the requirements, whereas women only apply for a job if they meet **100%** of the requirements

Harvard Business Review

Gendered language

It's surprising how many adverts are written using gendered words.

However, you can avoid it by:

- Eliminating job requirements that aren't essential
- Generalising areas where skills are transferable
- Clearly outlining which qualifications are required

Consider replacing masculine-type words and phrases.

For example:

- Able, proven, exceptional, sound - in place of *aggressive*
- Open, straightforward - in place of *outspoken*
- Passionate, inspired, energised, motivated, spirited - in place of *rock star*

Did you know...

Just 4%

Of job adverts at top UK companies use gender-neutral language

The Business Leader

Way too wordy and overly complicated

We all have a proclivity to make our adverts a heterogeneous mix of prerequisites…

Translation:

We're all guilty of making our adverts all about requirements…

Avoid being clever with language. Instead:

- Write your adverts simply
- Always use Plain English
- Write for the digital attention span [8 seconds]
- *And don't make your ads just about requirements…*

“”

The main advantages of plain English are:

1. *It's faster to write*
2. *It's faster to read*
3. *You get your message across more often, more easily and in a friendlier way*

Plain English Campaign

It's boring

Some bright spark might think buzzwords will make your ad pop.

They won't AND they don't.

They're convoluted, boring and labour a point. For example:

> *We're looking for a wordsmith warlock, capable of conjuring vocab magic to bamboozle, entertain and attract…*

They're after a copywriter.
Say what you mean. Cut the waffle – you've only got 8 seconds…

Common buzzwords…

Innovator
Number of job ads (per 1000): 82

Dynamic
Number of job ads (per 1000): 59

Team-player
Number of jobs (per 1000): 36

Proven track record
Number of job ads (per 1000): 31

Empower
Number of job ads (per 1000): 30

Make It - CNBC

Don't fall into either one of these pitfalls.

People won't read your ad if it's too long.

If it's too short, people will skip to the next ad.

Top tips...

- Keep your job advert under 700 words
- Use short snappy paragraphs, and easy to understand language
- Use appropriate headings that are easy to scan

Did you know...

60%

Of candidates have quit a long application process

Officevibe

You don't talk about your culture

Your job ads are your chance advertise your company.

If you don't take this unique opportunity to advertise your culture, you've missed a massive trick.

Use this opportunity to:

- Talk about your culture
- Convey your vibrant workplace
- The purpose of your organisation

Top tip: Always include a salary. If you don't, it doesn't matter how good your ad is. Candidates will skip it.

61%

Of candidates consider salary to be the most important part of the job advert

LinkedIn Insights

Leave out mention of flexible working at your peril.

If you can offer flexible working – put it in your advert.

Here's why:

1. **42%** of employees are prepared to leave their job for flexible working options
2. **70%** of employees believe flexible working makes a job more attractive
3. **30%** of employers who've recruited in the last 12 months say that roles advertised as flexible are their most effective
4. **54%** of organisation who've experienced recruitment difficulties are now offering flexibility to address these issues

Reed.co.uk - 2023

30%

Of employees who have recruited in the last 12 months say that roles advertised as 'flexible' are amongst their most effective.

Reed.co.uk

How to write your job ads

Get the title right

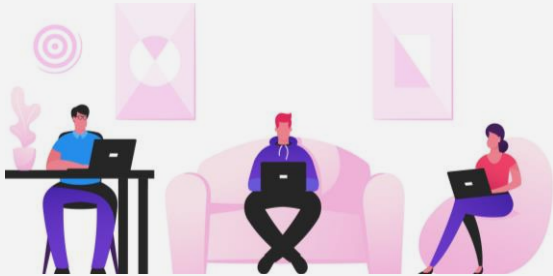
The right title is everything.

What use is a good job advert if you've gone with the title *Mortar Logistics Engineer* – when you mean 'Labourer?

SEO is vital in ensuring your ad stays at the top of the pile.

Therefore:

- Use a relevant title
- Ensure your title isn't any longer than 40 characters
- Repeat the job title five times within your advert



10

New roles are added to Indeed every second

Indeed

Use the right tone

You've got 8 seconds to capture attention. 8 seconds. Use them wisely.

Reel them in with your tone of voice.

- Make the advert about the candidate
- Think about the role, then write it – *don't copy and paste*
- Include a lot more 'you', rather than 'our', 'us', and 'we'
- Fill your advert with your EVP

Did you know...

Candidates are **2-4** times less likely to apply if the tone of your job advertising doesn't match your brand tone of voice

LinkedIn Insights

Insert emotive words or phrases into your ad

How you write your ad, and the language you use will determine how it converts...

Use words and phrases that:

- Compel
  - *Apply now*
  - *What's in it for you*
  - *Be part of the adventure*
- Urge
  - *Don't miss this opportunity*
- Curiosity
  - *Discover*
  - *Imagine*
  - *Join*

Did you know...

Using emotions in your adverts are a way for you to get *behind* your audience. The right use of emotion demonstrates that you have their back.

Talos360

Create a sense of belonging

Everyone wants to feel that they belong. So, use your first paragraph to connect...

We've said it before. We'll say it again: Don't copy and paste.

Don't be anonymous, and don't focus on what you want.

Instead, use the first para to:

1. Put the role into context for the applicant
2. Tell the candidate who you are, not what you want
3. Inform the candidate how they'll fit in
4. Make the job seeker feel like they already belong

Did you know...

65%

Of candidates are frustrated by anonymous job adverts

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Put benefits front and centre

Just as important as advertising your company or culture is advertising what candidates will receive.

No one wants to work for free.

Top tip: If you ask your current employees what benefits they'd like, if appropriate, implement them...

Food for thought:

85%
Of employers now offer flexible working

CIPD

1 in 10
Workers would take a pay cut to have access to better benefits

Forbes

Did you know...

45%
Of employees believe life insurance to be the most important benefit

Forbes

Always include a salary

You have a candidate's attention for 8 seconds. 4 of those will be spent scanning for the salary.

When you've put so much effort into your ad, why wouldn't you include salary?

Don't give them a reason to pass over your advert.

- Always, always, always include the salary
- NEVER use the dreaded cliché: *Salary negotiable*
- Make use of salary bands to widen the search pool

Did you know...

55%

Of candidates stated salary omission puts them off from applying for a role

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Rephrase ‘requirements’

No one wants to be presented with a list of a thousand and one dreary responsibilities.

Try rephrasing this section.

Instead of requirements, consider renaming to:

- ***‘What you’ll be doing…’***
- Restrict your ‘requirements’ to no more than 8, ideally less.
- Keep everything in this section positive.

One of the things that fascinates me is the way that people forget that they're not writing to a list. They're writing to an individual.

Drayton Bird, **copywriter**

Putting your ad together – *a helping hand*

Here's the running order for your next ad…

1. Job title – get it right
2. Concise opening paragraph
3. Summarise the benefits package – *mention the salary here*
4. List essential requirements only – *max 6-8*
5. Summary – *go over essential points*

Points to consider:

- Always include a salary
- Mind your language – *use strong verbs and no gendered lingo*
- Avoid buzzwords
- Absolutely NO jargon
- Ensure the ad is mobile-friendly – *max 700 words*

Did you know…

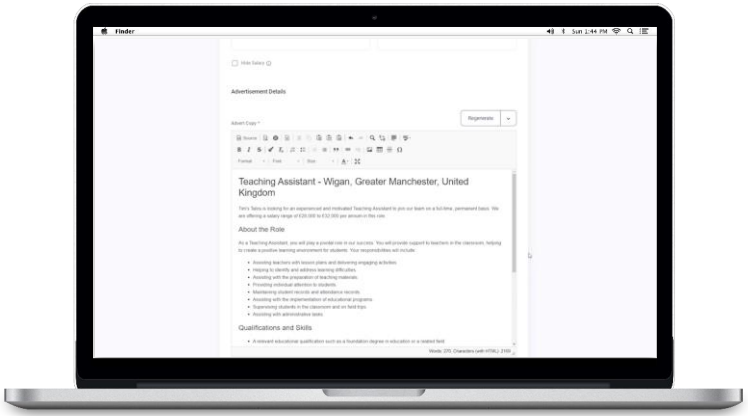
60%

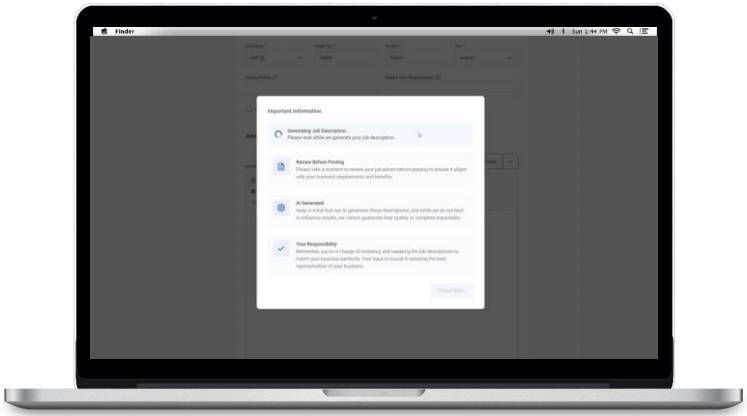
Of UK adverts in 2022 disclosed the position's salary

Adzuna

Talos ATS

AI-Generated job adverts






Elements to include in
your advertising arsenal

Don’t discount internal talent

Don’t exclude the talent right under your nose when advertising for talent...

Always:

- Take time to identify your internal top talent
- Advertise vacancies internally first
- Consider upskilling to plug internal gaps

41%

Of employees will stick with a company when you have a reputation for hiring from within

LinkedIn

Did you know...

94%

Of HR professionals say that internal recruiting helps retain their most valuable talent

LPI

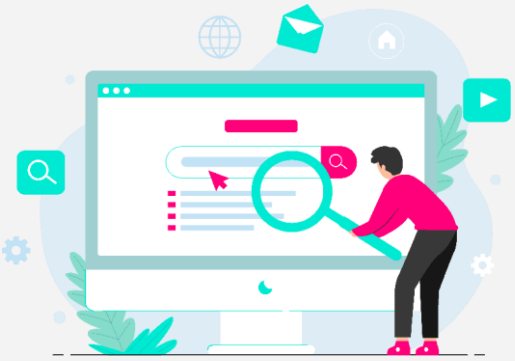
Use more than ONE job board

If you're only advertising on one job board, you'll miss out on a wider base of candidates.

It'll take you longer to hire, too.

Here's some considerations for multiposting:

- Not every candidate is registered with the same job board
- Only **25%** of job seekers will see your ad if you use one board
- Up to **85%** will see your ad if you use multiple job boards
- Multiposting allows you to track which job board works best
- Take advantage of quality candidates on niche job boards
- Improve your ROI



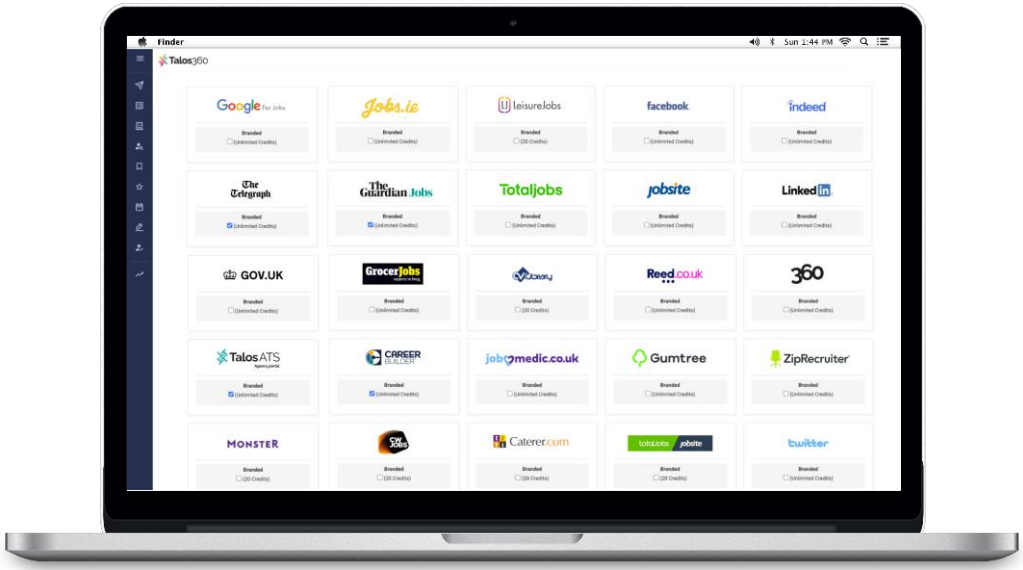
60%

Of job seekers use job boards to source new job opportunities

LinkedIn

Talos ATS

Access to free multiposter



Create a careers site

A careers site is your shop window. As well as a one-stop shop for all your career opportunities, it's where you can openly advertise your employer brand...

Utilising a careers site will:

- Showcase your EVP
- Connect with candidates
- Promote your culture
- Control SEO optimisation
- Deliver a talent-winning recruitment journey
- Ensure a mobile-friendly candidate experience
- Improve application rates

A well-implemented EVP can increase new hire commitment by up to

29%

Maverick Group

Build and maintain talent pools

Good marketers know how to keep interested prospects *warm* – so that when the time is right, the customer is ready to buy…

Your talent pool is likewise.

To build and maintain a talent pool should be part of your wider advertising process and *will dramatically improve ROI.*

Top tip…

Stay connected with employees who've left for pastures new. The grass isn't always greener, and they may want to come back to a new role…or, at the very least, may recommend someone who matches your culture.

76%

Of hiring managers say that attracting talent is their greatest challenge

Glassdoor

Utilise external recruitment

Not every HR department has the resources to recruit.

Sometimes, it may be cost-effective to outsource your recruitment.

Why outsource recruitment?

Utilising external agencies can:

- Control recruitment costs
- Free up staff time
- Improve recruitment processes
- Access a broader talent pool
- Engage passive candidates
- Improve candidate quality
- Reduce time-to-hire

Did you know...

70%

Of the global workforce are passive candidates who aren't actively job searching

LinkedIn

The best advertisers are your employees

Happy and engaged workforces make the best marketers.

Why?

1. Your employees are your best attraction.
2. If they're happy with their work, they'll promote your brand.

Advertise your employer brand by encouraging:

1. Employee video and written testimonials
2. Employees to talk about *your* company on *their* social media
3. Employees to become authentic brand ambassadors

Employee brand messages shared by staff members go

561% further

than messages shared solely on company social media profiles

MSL Group

The effectiveness of social recruiting

Candidates are all on mobile devices. So, put your people in front of them – and use them as your differentiator.

Talos360

86%
of job seekers say they use social media for their job search

35%
of candidates said they learn about new job openings through social media

78%
of recruiters expect the use of social media for finding candidates will increase

All stats - **Talos**360

59%
Of all job seekers say that social media helped them to land their last position

StandOut CV

Avoiding Achilles Heel: A summary

Summary

To succeed with your recruitment advertising in 2024 – behave like a marketer.

It's the only way you'll avoid a heel like Achilles.

Your important takeaways:

- Activate and harness your brand
- Your messaging is everything
- When it comes to ads – you've seconds to capture attention
- Don't write boring ads
- Do list salary and key benefits
- Don't turn your ad into a set of 'requirements'
- Utilise multiple job boards
- Dress your shop window – *your careers site*
- The best advertisers are your employees

Did you know...

9.8 million

Brits are actively job hunting everyday...

StandOut CV

Talos360

Any Questions?

Talos360

Thank You

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