



V I Z I

VISUAL RECRUITING THAT WORKS

STOP SPENDING SO MUCH ON JOB BOARDS

By Joe O'Connor, CEO

YOU MIGHT BE SURPRISED

how costly it can be to recruit and hire a quality employee. According to a 2016 Society for Human Resource Management survey, the average cost-per-hire is \$4,129. Additionally, most companies report it taking an average of 42 days to fill a job opening.

Some of the costs that go into hiring a new employee include the salary and benefits of the recruiter and third-party recruiter fees (i.e. job boards). Typically, job boards charge either a lump sum or pay-per-click fee to post a job for a certain amount of time. Prices can range anywhere from \$99 to \$500+ for a single posting depending on how many days the job will be listed, the location of the job or the industry.

THERE ARE WAYS TO CUT DOWN ON THE COSTS OF JOB BOARDS WHILE STILL ATTRACTING THE RIGHT CANDIDATES.

CHECK OUT SOME FORWARD-THINKING IDEAS BELOW:

UTILIZE YOUR MARKETING DEPARTMENT

Odds are your marketing department is always looking for new content, and as a human resources executive, you're looking for ways to showcase open positions in more ways than one. Walk across the hall or set up a meeting with your company's marketing department or manager. Getting these two teams together could be a win-win situation. The marketing team will have ideas about how to creatively market the jobs and make them look exciting, while the human resources department can help marketers narrow the focus on who they'd ideally like to apply for the job. The result could end up being a match made in company-branding heaven.

Additionally, if your company has a social media team, get them involved, too, to create a campaign that showcases the company and culture. Every job opening should be posted on your company's social media platforms. After all, 59% of job seekers are using social media to research the cultures of companies they are interested in, according to [Jobvite's 2016 Social Recruiting Survey](#).



USE JOB BOARDS SMARTER

While job boards may not be going away any time soon, how you use them could make a real difference in attracting quality over quantity. Have you looked at a job board lately? Every listing looks identical. A product like [Vizi](#) can revolutionize the way you post on job boards to attract better candidates. Vizi integrates with job boards to create SEO-friendly, visual job postings that engage job seekers by showcasing your corporate culture and brand. Check out some sample [Vizis here](#).

MARKET YOUR CULTURE

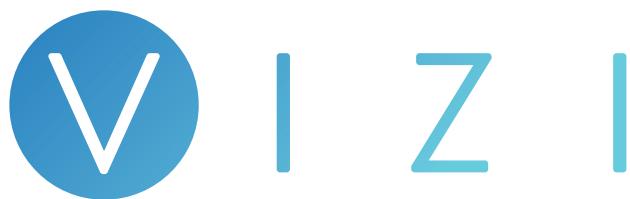
As we've mentioned, marketing your corporate culture and company vision is essential for recruitment. You're not just looking for candidates, but the right candidate. When looking for and applying to jobs, quality candidates want to imagine themselves working at your company, and that can be hard to do if all they see is a text-based, black-and-white job posting. In fact, 60% of recruiters rated culture fit of high importance when making a hiring decision, topped only by previous job experience. Another important note, 51% of recruiters say that employee branding was the number one investment they planned on increasing for the coming year. When you start marketing who you are as a company as part of your recruitment strategy, you'll start noticing a direct impact on the type of candidates who apply.

GET STRATEGIC

Measuring your recruiting results effectively is important to deduce what is or isn't working for your company. Pull together a comprehensive list of the tools and tactics you're using to recruit, and conduct an honest assessment of the ROI for each. From there, you can determine which to invest in and which to pull back on. Additionally, trying new platforms for recruitment is never a bad idea! If you typically haven't utilized social media, now's the time! If job boards work, but aren't wowing you, try integrating a process like the Vizi Formula, to up the ante.

OVERALL, job boards can serve as a great resource in the recruitment process, but they definitely shouldn't be the only tool you're using to attract quality candidates. Try some of our other ideas to either maximize your job board presence, or supplement your original spend for a fraction of the price!





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