



VISUAL JOB MARKETING THAT WORKS!

# 3 ESSENTIAL TIPS FOR SOURCING & RECRUITING PASSIVE CANDIDATES

By Joe O'Connor, CEO

Passive candidates aren't hanging out on job boards because they are engaged — and often satisfied — with their current position. While these candidates are defined as those who are not actively looking for a new job, many are open to learning about new opportunities. They may not engage when first hearing about a potential job position that could be a fit for them, but there is value in both awareness and education that could beckon them to engage by virtue of previous exposure to your brand.

Marketing job positions to candidates is akin to traditional advertising to attract customers to a business. The goal is to attract, engage and inform in order to introduce, differentiate and eventually, convert, to your brand.

**How do you source and recruit the passive candidate? We've put together three essential tips to consider when taking on this endeavor:**

## 1. IMPROVE YOUR JOB POSTS

Passive candidates aren't actively looking for a job, which means recruiters need to work like advertisers to attract this qualified talent into an organization. Consistency, frequency and content quality will greatly influence talent attraction results.

Transforming your job post from one that focuses solely on a list of desired skills and attributes to one that markets the job position and your company can create awareness, and ultimately, engagement with passive candidates.

Job posts that focus on storytelling fare much better with passive candidates, allowing them to become engaged in your brand and envision the possibility of working with your team. Remember, passive candidates are most likely satisfied with their current role and employer, so painting the picture of what a change would offer is key in getting their attention.

***Learn how Vizi can create visual job posts to attract passive candidates for your company.***

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## 2. USE FACEBOOK + TWITTER LIKE A MARKETER

As we know, qualified, passive candidates aren't hanging out on job boards, but everyone is using social media.

Brand managers and marketers rely on social media platforms to get the word out about their companies on a daily basis. We consider HR managers and recruiters "job marketers" who need to utilize social media the same way as marketing professionals. Think beyond social networks that are geared primarily to job seekers (like LinkedIn) and expand your reach to more personal platforms like Facebook and Twitter.

Twitter's advanced search option allows you to search keywords via hashtags to identify and engage with passive candidates. For instance, if you're looking to hire a Creative Director, search hashtags like #creativedirector, #creativeagency or #design to locate people who are self identifying in their posts. Take your engagement further by starting a conversation with them, particularly if they're posing a question or seeking feedback. The ultimate goal is to create an organic dialogue that sparks interest in your company.

Facebook is a popular platform to advertise job openings, especially if you utilize visual job posts that are made for social sharing. Use Facebook to show off your corporate culture — showcase your cool office space, highlight outstanding work, employee testimonials and even videos of your employees. All of this communicates your employer brand to candidates.

Facebook advertising is not only affordable but enables you to target your ideal candidate. Targeting allows you to hone in on location, education, current employer and even 'liked' pages to create your perfect candidate profile for ad placements. The more passive candidates exposed to your ads the better because they'll be more likely to remember your brand when they're ready for a job change.

## 3. KEEP IT PERSONAL

Once you've effectively sourced and identified the ideal passive candidate, it's time to reach out. Personalized communication is the best form of outreach, even if this approach is a bit more time consuming. General or bulk emails will most likely get ignored or deleted as passive candidates aren't actively looking for jobs.

Take the time to research the candidate and craft a thoughtful email or text to pique their interest. Note what drew you to them as a candidate and include basic information about the position you're looking to fill. Keep it short but detailed enough to start an authentic conversation. According to LinkedIn, nearly 90% of employees are open to new job opportunities.



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