

ATTRACTING THE BEST TALENT



Writing an eye-catching job advertisement is important if you wish to attract the very best talent to your organisation, but before jumping into advertising the role ensure you've mapped out a blue print for the role and the type of employee you are seeking. Clarifying key aspects of the role such as the job description and primary responsibilities, essential required skills, reporting structure and key stakeholders, potential start date, salary band, etc are just a few of the considerations. This article provides advice on putting together a solid approach to attracting the best talent for a new or vacant role.



1 DETERMINE THE TYPE OF EMPLOYEE YOU NEED

? PERMANENT

Will the potential employee be hired for a permanent role and added to your payroll?

Permanent employees will be entitled to the benefits a company is expected by law to provide including tax relief, carers leave, sick leave and superannuation entitlements.

? TEMPORARY

Are you looking for an employee to fill a position for a limited time only?

Temporary employees can be hired and payrollled directly through you or can be sourced and payrollled through a third-party such as a recruitment agency.

? CASUAL

A casual employee does not have a fixed term commitment from an employer.

In many cases there is no guarantee around the hours on offer or the ongoing workload. In most circumstances they are not paid sick or annual leave however, legislation is prone to change, so it may be worthwhile speaking to your legal department to clarify.

2 IDENTIFY ALL THE STAKEHOLDERS WHO WILL BE INVOLVED IN THE HIRING PROCESS

It's often best to involve key team members, who may work directly with the potential employee, in the hiring process. In addition to the supervising line manager it can be helpful to consider involving other stakeholders, such as HR Managers, Departmental Heads, Clinical Leads, Director of Nursing etc, to provide an additional perspective on the candidate and to provide the prospective employee with exposure to the management team.

Making a difference to the people making a difference

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3 SET A START DATE

In setting a start date for a new employee, there are a number of factors to consider.

- Accommodation of the employee's notice period with their current employer
- Allow time for a thorough handover and knowledge transfer with the outgoing employee
- Delivery of a quality organisational onboarding process
- Budget approval for costs associated with a new hire such as computer, phone, training, recruitment fees etc

4 DEFINE JOB REQUIREMENTS AND RESPONSIBILITIES

Ensuring that there is a clear job description in place will not only help you to identify the type of employee you will need to fill the role, it will also allow you to clearly communicate the roles and responsibilities to prospective candidates and thus let them know what will be expected of them. In writing a new job description or when updating an old one, consider elements such as:

- What skills and experience are you looking for in new staff members?
- What are the key responsibilities associated with the job?
- Which duties are most important?
- What will the reporting lines be?
- What results will the employee be expected to deliver?
- For a managerial role, what is the extent of his/her authority?

Once you have drafted or amended the job description, it is worthwhile checking in with your HR department to see if they have anything to add.

Speaking through a recruitment lens and from years of experience within the market, it certainly does not bode too well for a company looking to attract quality talent, to have a prospective employee reading through an old, out-dated position description with outdated legislation. Is this a company you would personally be confident working for?

The team at Curamoir Healthcare Recruitment are always here to assist with any aspect of your job search. Just drop us an email or give us a call to discuss how we can help.

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5 DETERMINE ESSENTIAL SKILLS AND QUALIFICATIONS

A clearly defined set of key requirements should ensure the perfect candidate for the role. Key requirements typically take 3 different forms - qualifications, technical skills and soft skills.

QUALIFICATIONS

refer to what the candidate needs in order to do the job eg. University Degree or industry certifications.

TECHNICAL SKILLS

relate to what the candidate can do eg. work with a caseload and is up to date with all of the latest case management training and legislation.

SOFT SKILLS

refer to personal abilities and aptitudes such as working well with people or having a proactive and flexible approach, as examples.

It's also important to distinguish between "need to have" skills and the "nice to have" skills that could be further developed through additional training or time on the job.

6 CHOOSE A SALARY BAND

Historically, pay levels have not been the sole or primary motivator for employees within the health and wellbeing sector. This is not to say that salary is not a highly important component as prospective employees will still have rent/mortgages to pay, daily living expenses and aspirations for a certain lifestyle, but it will likely be one of several factors influencing their choice of job.

Advertising the salary band for a role is not always essential but is advisable as it helps the prospect make an informed decision about the role. Salaries are often based on criteria such as an employee's education, skills, experience, location and industry. When setting the salary for a role, you should also seek approval from the key internal stakeholders. Quite often hospitals and NGO's pay in accordance with varying awards and as such major salary negotiations and the acts of counter-offering is less common place than in the private sector.

7 CONFIRM LEGAL COMPLIANCE

Ask your legal department to review your hiring forms, policies and procedures to ensure your job requirements and hiring processes do not violate employment laws in any way. For example, are you paying in line with the relevant award and does it correlate to the qualifications your candidate has and the duties they will be undertaking?

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8 WRITING THE JOB ADVERTISEMENT

Having gathered all of the above information, now you can get down to the task of writing the job advertisement. Your job advertisement should be clear, concise, informative and in line with your organisations culture.

A good job advertisement should include the following elements:

- Job Title
- Job Summary
- Primary Duties and Responsibilities
- Location
- Salary Band / Range
- Perks and Benefits
- Essential requirements of the candidate - qualifications, technical skills, soft skills
- A brief overview about the organisation
- A few key selling points about the role and the organisation to entice the candidate to apply!

Job seekers are more attracted to advertisements that contain visual elements, so to help your advertisement stand out from the crowd, add an image or short video about the role and/or the company itself.

9 APPROVAL OF THE ADVERTISEMENT

Obtain approval to run the advertisement from the required internal stakeholders.

10 PROMOTE THE JOB VACANCY

Develop a strong promotion strategy to fill the vacant role by utilising a variety of platforms and approaches to display your ad such as digital job boards like Seek or Indeed, the company website, employee referral incentives and recruitment agencies.

Promote your ad using social media such as Facebook, LinkedIn, Snapchat, Twitter, and Instagram to reach a wider audience.

By following all of these steps and working to a well considered plan, you'll be filling that job vacancy with a top-notch employee in no time!!

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