

Hire Smarter Nexxt-List

[OR CHECK-LIST, WHATEVER IT'S COOL]

Check one, two! We've put our heads together and came up with a few simple steps you can take to hire smarter. So, impress those candidates with your new (and improved) hiring techniques with this first-rate check-list (Nexxt-list).

- 1. Target passive & selective candidates**—Shift your focus from just active candidates to those who are employed but open to new opportunities.
- 2. Use a marketing mix to advertise your jobs**—Different candidates respond to different types of job advertising. Use a mix of tactics to appeal all candidates.
- 3. Convey your brand accurately**—Candidates start evaluating your company the moment they read the description—make sure your brand shines in your ad.
- 4. Provide an easy way for candidates to express interest**—Don't make candidates jump through a ton of hoops to apply to your job. Make sure your candidates can apply easily, this way the process is exciting rather than a chore.
- 5. Send personalized communications to candidates**—Candidates don't want to feel like they're getting yet another auto response, so speak to their experience and skill set when communicating with them.

For more tips and techniques to **HIRE SMARTER**, check out our Hire Smarter Resource Page at nexxt.com/hire-smarter.

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