



Recruitment Marketing

- Make sure your website is up to date and user friendly (especially by mobile).
- Social Media is more powerful than ever – use it wisely. Showcase your company's latest achievements and let candidates meet their potential colleagues. Post a picture of the environment they will be entering into.
- Choose the right social networks – LinkedIn, Facebook, Instagram.
- Job Descriptions – Summarise the major responsibilities in the role that will grab the readers attention. Outline the core responsibilities and day to day activities as well as skills needed for the position, do not make this ambiguous.
- Ensure to create urgency and market the role with a close date, this will build competition.