

JOBVITE

**10 Things Big
Companies Do
to Attract Top Talent**





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In a rapidly changing talent acquisition landscape, enterprise organizations across industries are working to navigate the dynamic playing field and compete for top talent. How are the best big brands working to outperform the competition and secure quality hires for their roles?

The most effective companies today employ strategies that enable them to streamline talent acquisition activities, scale their recruiting function, and ensure they find the talent their business needs to thrive in a challenging labor market. Here are 10 things big brands do differently to attract and hire the right people to drive their companies forward.

Introduction



#1: Skipping Outdated Expectations

Prioritize Soft Skills

Instead of looking at just desired technical skill sets, top talent teams have started emphasizing the soft skills valued by the company, which widens the talent pool and strengthens teams internally. By searching for candidates with strong soft skills who can learn exactly what the job requires, you are building a company whose team is specifically trained and whose top priority is teamwork.

Rethink Arbitrary Education Requirements on Job Descriptions

Requiring a degree for a job position significantly reduces the number of applicants available. Removing education requirements on job description is a great strategy for companies that recognize a degree does not always translate into performance. Valuing self-learners who have amassed experience or have grown their portfolio because of their resilience is often just as valuable as someone with a formal education.

Get Rid of Outdated Requirements

Many companies across industries have done away with the archaic requirement of a cover letter. Cover letters are an unnecessary pain and a waste of time for both the applicant and recruiter. Instead, TA teams focus on screening through candidate profiles and resumes, then explore questions of motivation and thought process — things originally described in the cover letter — during interviews.





#2: Diversifying Hiring Requirements

Remove Biased Language From Job Descriptions

Research has shown that job descriptions often contain unintentional gender bias — which means you may be missing out on qualified candidates simply because your job description turns them off. For example, terms like “guru,” “ninja,” and “rockstar” have been shown to have a male bias.

Other studies indicate that women may not apply for a job unless they are 100% qualified — so avoid including a long list of nice-to-haves in your job requirements. Top companies use a **Job Description Grader** to identify whether there is any biased language in their descriptions and work to remove these limiting characteristics to widen their talent pool and increase their likelihood of hiring the best candidates.

Prioritize Soft Skills

Focusing on a skill set rather than industry-specific experience widens your candidate pool and uncovers top talent that could have been overlooked. Embracing candidates who can apply previous professional knowledge and experience to your open positions often brings the same skill set required to excel in their role.



#3: Streamlining the Application Process

Eliminate Required Registration

With the startling research on applicant drop-off, top companies aren't risking any additional hurdles. Required registration deters applicants with the volume of requirements it takes, including creating a user ID, registering for a talent network, developing a complex password, verifying identity and email address, and other registration requirements. Leaders in TA know that if the application process isn't quick and straightforward, candidates will likely not complete the application.

Enable Quick Apply

Allowing candidates to leverage their social profiles, like LinkedIn and Facebook, to apply for jobs on your career site is now an industry best practice. Having the option for applicants to automatically populate relevant information from their social media profiles is an effective way to convert your site visitors into applicants. Not to mention, it eliminates repetitive data entry for candidates who we know demand a fast application process.

Integrate Candidate Texting and Automation

Engaging with candidates to create a positive candidate journey is critical for recruiting teams. And given the rapidly changing talent market, many businesses are turning to automation to ensure it. What can automating communications do for your recruiting function? The answer is simple: it will give you back time to connect with and nurture candidates.





#4: Sourcing & Nurturing Candidates Intelligently

Zero-Click Intelligent Sourcing

Using AI-powered candidate matching, like **Zero-Click Intelligent Sourcing**, you can automatically sort through the talent pool to identify and prioritize candidates with the right skills and experience for a given job based on pre-set requirements and data from previous hires. Then autogenerate personalized communications to top prospects, inviting them to apply.

Automatic Distribution of Job Postings

Forward-thinking companies know that having a centralized place to manage job postings can help make the most of their time and budget. Centralized job posting management means you can edit or update your job postings across all sites, social networks, and third-party agencies from one system. Top tools like **Job Broadcast** empower talent teams to centrally manage agency relationships and communications to control costs and reduce inefficiencies.

Turnkey Mobile Candidate Nurture Campaigns

Top companies use technology to keep the iron hot with candidates. Using automated text and email campaigns, they nurture candidates with job notifications and other relevant employment branded content. These automated communications help keep both active and passive candidates engaged and moving toward conversion with minimal effort.





#5: Improving the Candidate Experience

Enhance Candidate Communication

When seeking to create positive candidate experiences, communication is key. No candidate likes to be kept in the dark; they want to stay informed and updated regarding where they are in the hiring process. Send candidates scheduled messages with details about the next steps they need to take. Let them know when their applications have been received and are being reviewed. Even send tailored rejection letters to let them know they will not be moving forward in the hiring process, offering insights into the reasoning behind your decision instead of a form letter.

Set Expectations Up Front

Hand-in-hand with keeping candidates in the loop regarding their place in the hiring process, it's equally important to let candidates know what to expect if they are hired. That means offering them a clear and detailed glimpse of their new role's responsibilities and your company's unique culture.

Continue Nurturing Candidates

Just because a candidate isn't right for the position you currently need to fill, doesn't mean they won't be right for a different role in the future. Forward-thinking TA teams keep in touch with all high-quality candidates, not just those they hire then and there. Instead of starting over from scratch with each new role, they understand they have dozens of prime candidates sitting in their talent pipeline.





#6: Eliminating Hiring Bias

Train Hiring Managers and Teams Against Recruitment Bias

Organizations are finally grasping the true negative impact of recruitment and unconscious bias regarding their hiring efforts. So, the best brands eliminate it as much as possible by ensuring that all hiring managers receive training and are held accountable if they incorporate bias during the interview process. In addition, they implement inclusive hiring guidelines to ensure that interview panels contain racial and gender diversity.

Ensure Job Requirements Use Gender-Neutral Descriptions

Avoiding gender-coded words and using gender-neutral descriptions can help widen the reach of your recruitment ads; companies that lead in hiring are leveraging this to their advantage. Thoughtful companies have eliminated the lengthy list of desirables, and they're masking names and genders while screening resumes.

Implement Software to Anonymize Candidate Profiles

Companies serious about mitigating bias in their recruitment efforts invest in software designed to do just that. Recruitment software, like **Bias Blocker as part of a larger DE&I hiring strategy**, anonymizes candidate profiles to remove gender and ethnicity indicators, enabling teams to have a bias-free experience in choosing the best candidate for the job.





Monitor the Company's Online Presence

Companies that take their employer brand seriously as part of their hiring strategy heed Glassdoor's warning: "A company's employment brand is no longer owned by its HR or marketing team — it's now owned by the employees, job seekers, and former employees."

Glassdoor, Indeed, and the like are public forums where current employees, former employees, or even interviewees can post about their experience with your company, for better or worse. Top enterprises understand these reviews are a key part of their online presence and that it's playing an integral role in their recruiting effectiveness, so they're working to actively monitor and leverage it for better hiring success.

#7: Prioritizing Employer Branding

Embrace Current Employees

Thoughtful companies are nurturing their current workforce, knowing they're already experts on the employment experience at your company. Opening lines of communication for current employees provides a window into their day-to-day work life and allows them to vent without doing it publicly. Employees who feel they're being listened to are more likely to stay with your company and brag about what a great place it is to work.

Plan For the Long Term

Employers must plan for the long term in establishing their brands. It's simple enough for employers to create a page, post job openings, and make a video, but the mistake is not recognizing that the company's brand is constantly evolving. The best brands today work hard to demonstrate how important their employees are to them and how certain company values exist throughout the organization in an effort to improve retention and maintain a sense of strength within their teams.





#8: Leveraging Recruitment Automation and AI

Nurture Candidates at Scale

Competitive companies keep candidates engaged throughout the hiring process with chatbots. Through AI-powered chatbots, you can quickly and easily gauge responses to a pre-populated list of questions, screening and matching candidates with roles that best suit their interests.

Streamline the Interview Process

No one has time for back and forth anymore, so automated scheduling tools have become a game-changer for talent teams. Top companies use the power of AI to automatically schedule interviews when both the candidate and hiring team members are free, saving valuable time and keeping your process moving smoothly.



Leveraging Onboarding as a Tool for Retention

Forward-thinking companies understand the hiring process doesn't end with a signed offer letter or even the first day on the job. Effective onboarding is critical to making new employees feel welcome, helping them acclimate to their new roles, and setting them up for success. In fact, new hires are far more likely to stick with a company long-term if they have a great onboarding experience. Managers at top companies automate the process and use a centralized portal to assign tasks, send forms, and apply deadlines. This ensures a smooth transition from new hires to productive employees within the business.





Focus on Purpose-Built Technology

Eliminating multiple disconnected systems is invaluable in improving hiring efficiencies and streamlining talent acquisition activities. While most companies have 10 or more disparate hiring tools, the best performing organizations use an integrated, end-to-end suite, like Jobvite's [Evolve Talent Acquisition Suite](#), to optimize results by driving recruiting efficiencies at every stage of the talent acquisition lifecycle.

From employer branding, recruitment marketing, applicant management, onboarding, employee referrals, internal mobility, advanced analytics, and more, the Evolve Talent Acquisition Suite is purpose-built to address the greatest talent acquisition roadblocks, optimize hiring outcomes, and make hiring more predictable for organizations that want to better compete for talent.

#9: Opting for Specialized Talent Acquisition Suites

Integrate with the HCM Tech Stack

The best brands leverage one talent acquisition platform that integrates with their existing HCM tech stack. Top companies recognize that seamless integration is imperative for creating an efficient infrastructure and work with those partners that have formed strategic industry relationships to drive added value for organizations and get the most from their talent solutions.





#10: Embracing the Three Pillars of Talent Acquisition

The best enterprises constantly assess and optimize their talent acquisition function based on three foundational pillars of recruitment marketing, applicant management, and talent acquisition operations:



Recruitment Marketing

Optimized recruitment marketing ensures an organization has a high-quality, engaged talent pool ready to convert into active candidates.



Applicant Management

Optimized applicant management ensures that the organization can quickly assess, manage, and hire quality talent.



Talent Acquisition Operations

Optimized TA Operations ensure recruiting teams can effectively deliver and measure results for their business.

Ready to Up Your Game In Attracting Top Talent Like the Best Brands?



Discover Your Company's Talent Acquisition Maturity

Knowing where to start optimizing talent acquisition can be difficult. The Evolve Talent Acquisition Framework empowers you to assess across three foundational pillars and 17 process areas to pinpoint where you can streamline activities and optimize connection points to drive business results. Uncover the people, processes, and technologies that will empower you to strengthen your function, gain efficiencies, and adapt to the needs of the dynamic labor market.



Take the Evolve Talent Acquisition Maturity Assessment

Complete the award-winning assessment by yourself or collaborate with other team members to determine your organization's talent acquisition maturity level. Find out your baseline, so you can align your people, processes, and technologies around the process areas where your TA function has opportunities to evolve.

[Take the Free Assessment](#)



About Jobvite

Jobvite, an [Employ Inc.](#) brand, delivers a purpose-built, scalable, and proven end-to-end solution that streamlines complex talent acquisition activities. We act as a strategic partner to empower our customers to meet their ever-changing business needs, driving predictable outcomes, creating engaging candidate experiences, and increasing efficiency by optimizing TA capacity. To learn more, visit [jobvite.com](https://www.jobvite.com) or follow the company on social media @Jobvite.

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