

Hide and Seek: Engaging Passive Candidates

Many recruiters feel as though they are in a war for talent every day. With a talent shortage, competitive demand and skills gap, the pressure to find quality talent is greater than ever before. But often the best talent isn't even actively looking for a new job. They're hiding in plain sight - and they're passive candidates.

Recruiters find themselves playing a game of hide-and-seek with these passive job seekers. To effectively tap into this element of the workforce, you have to know who you are targeting and what matters to them.

Recently ManpowerGroup Solutions surveyed more than 200 job seekers about their current employment, job search preferences and the transition motivators that drive individuals to seek and apply for new opportunities. In the paper "[Hiding in Plain Sight](#)", we discuss these findings and some insights into how to attract them to an organization.

Jon-Ray Rivera's

TOP 7 TIPS for ENGAGING PASSIVE CANDIDATES



1

Treat Recruiting as Marketing.

Apply marketing tools and methodologies to enhance sourcing and recruiting approaches.

2

Be Proactive and Patient.

Focus on building relationships and anticipate a longer acquisition cycle.



3

Enhance Your Employer Brand Experience.

How candidates experience your brand leaves a lasting impression. Enhance interaction points such as messaging and digital experience (web, mobile).

4

Meet Them Where They Are.

Know your candidates' profiles, where their interests lie and engage them there.



5

Network, Network, Network.

Find new platforms and venues to reach passive talent such as online communities and discussion groups.

6

Leverage Your Current Employees.

Encourage your current best and brightest to leverage their networks.



7



Differentiate the Opportunity.

It's your business to know your business and best articulate the opportunity in a way that attracts the right talent.

When the issue is inability to *find*—let alone win—the right talent, skilled recruiters will customize their attraction strategies to uncover and engage the talent hiding in plain sight.

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