

Wizehire.

RECRUITMENT REIMAGINED:

Game-changing strategies for finding top talent



Introduction

Securing top talent in today's competitive market is challenging for many growing businesses. At the same time, there is a wealth of exceptional talent eagerly seeking their next opportunity. But, to attract these high-caliber workers, you'll need more than just standard recruitment tactics.

In this resource, we unveil **13 innovative recruiting strategies** meticulously crafted to capture the attention of the best and brightest candidates in the talent pool.

Remember, recruitment isn't just a process—it's an art, a science, and a game-changer for your organization's success. Let's roll.

Content

Leighann Emo

Content Marketing Strategist

Ryan Choate

Associate Product Marketing Manager

Deirdre Sullivan

Director of Content Marketing

Design

Carolina Baruzzi

Visual Designer

Leisha Scallan

Visual Designer



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1. Build a robust online presence

The foundation for successful recruitment extends beyond posting job openings. It starts with a proactive effort to enhance your brand's online presence. It'll ensure your growing business is on the radar of potential candidates long before you start hiring.

Here's an eye-opener:

A recent survey revealed that 75% of job seekers are more likely to apply for an open role at companies that manage their brand online.

But what's the trick for making your organization's name sparkle throughout the digital universe? The first step is creating a well-crafted online presence that resonates with your core values.

Employer branding

Think of employer branding as a showcase for your company's identity and reputation. It not only attracts top talent but also retains and engages existing employees.

A strong employer brand communicates a company's values, culture, and mission, piquing the interest of candidates who share those ideals. Research reveals that a positive company image leads to a larger and more qualified applicant pool, shorter hiring cycles, and reduced recruitment costs.

Here's a checklist for defining your employer brand:

- ✓ **Craft a compelling story about your company, explaining how it started, its vision, and any significant milestones or achievements.**
- ✓ **Create your mission statement clearly outlining the company's core values and why they're essential to the brand's identity.**
- ✓ **Research your employees' unique needs and preferences to tailor a compelling benefits package that entices job seekers.**

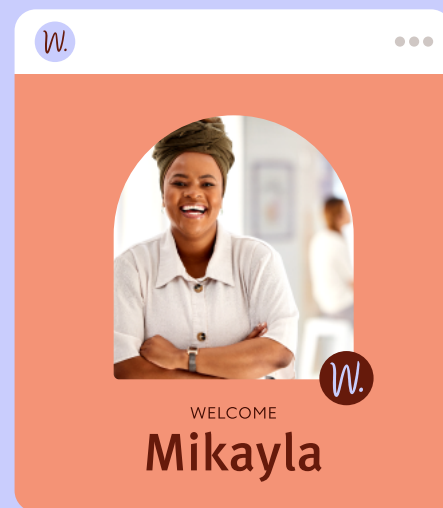


Employee involvement

Employees are the best brand ambassadors. Show off their success stories, contributions, and experiences within the company on LinkedIn, professional networking sites, and at networking events.

Encourage current employees to leave positive reviews on platforms like Glassdoor. Constructively addressing any negative feedback posted on the site is also a brilliant idea.

Additionally, explore implementing a "Volunteer Time Off" program and encourage employees to share their meaningful volunteer experiences through the company's social media channels, further strengthening your employer brand.



Wize words

The primary goal of any recruiting strategy is finding your people —individuals who genuinely get your vision and become essential players in your growing team. Investing in the pre-hiring stage is like planting seeds for the future. When it's time to post a job, candidates will already know your organization and grasp its uniqueness.

2. Create an engaging career page

Your company's career page is more than just job listings. It's an open invitation for job seekers to see what sets your organization apart. To truly distinguish yourself and leave a lasting impression, offer prospective candidates the stories and content that'll enable them to gauge their compatibility with your company.



“Don’t miss the opportunity to highlight what’s unique about your company.”

Emely Mercado, Wizehire Coach



Tell your brand's story

Sharing details about your company's purpose at the top of your career page is a strategic move to attract people who align with your mission.

Questions to ponder when you’re writing a “Who we are” section:

How does your company help its customers?

Consider the company's purpose, what it makes accessible, and for whom.

What does your company believe?

Share your mission, how the brand impacts it, and why the business is trusted.

What does your company prioritize regarding people or businesses?

Provide an opportunity to share how your core values ladder up to business objectives.

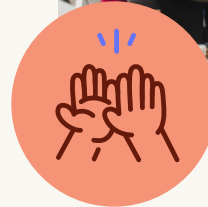


What makes your company a great workplace?

Your narrative is incomplete without providing extra information that helps job seekers assess cultural compatibility. Sharing behind-the-scenes insights into working at your organization lets candidates envision how they could thrive and grow professionally. A recent survey shows that **46%** of job seekers say company culture is important in decision-making.

Here are thought starters for a section you can call: “Why we're a great place to work.”

- ✓ Highlight how you foster innovation, teamwork, and diversity.
- ✓ Share the benefits and perks your company offers.
- ✓ Add employee testimonials for insights into the workplace.
- ✓ Include a video to give candidates a glimpse of your company culture.



Wize words

In a competitive job market, having a high-quality career page helps you stand out to top talent. However, building a new page is time-consuming and complex. Enter Wizehire’s Career Page Builder tool. Create a custom career page from your Wizehire dashboard in a few minutes—no tech support needed. Launch your career page today with our **Quickstart** plan.



3. Switch to skills-based strategies

Skills-based recruiting is a real game-changer for finding fantastic job candidates. It's like opening up a treasure chest of talent that might have been overlooked otherwise. Instead of only looking at college degrees, look for transferable skills and focus on what people do best.

Skills-based recruiting isn't just good for candidates; it's great for organizations, too, because it brings in the most skilled people—no matter where they came from or how they got here. That's a win-win when creating a truly diverse culture.



Identify essential skills

When identifying essential skills for a role, consider hard and soft skills. Hard skills are specific, teachable abilities such as technical knowledge or proficiency in a certain software. Soft skills encompass personal attributes that enable someone to interact effectively and harmoniously with others.



Prioritize skills

Prioritizing skills involves evaluating their relevance and importance to the job. For instance, planning and team leadership are a priority for a project management role. Prioritization is essential for performance, especially in roles with a strategic decision-making focus.



Test candidate skills

Skills assessment tests are standardized methods used to evaluate a candidate's competencies, including technical skills, cognitive abilities, personality traits, and other job-related competencies. These tests can level the playing field for applicants and objectively measure a candidate's abilities.



Ask behavioral questions

Behavioral questions assess how candidates have applied their skills in past situations. These questions can reveal a candidate's ability to apply skills in real-world scenarios and include inquiries about how they handled multiple projects, solved problems, or adapted to new situations.



Offer skills training

Let's say a candidate lacks a particular skill but shows potential. Offer training opportunities. This approach empowers businesses to develop skills internally and is a strategic investment for a workforce of any size.

Wize words

Skills-based recruiting aims to create an inclusive and impartial selection process. By prioritizing skills and qualifications related to the job, you ensure that your recruitment process doesn't unintentionally disadvantage any group of candidates. This enhances the fairness of your hiring process and contributes to building a diverse and talented workforce reflective of varied experiences and backgrounds.

4. Streamline recruiting with AI tools

AI **screening tools** are at the forefront of everything these days, including the world of recruitment. These tools, powered by machine learning algorithms, boost efficiency by streamlining time-consuming tasks to identify the best candidates quickly.

99% of Fortune 500 companies already incorporate AI practices, and 65% of recruiters use AI in their hiring process.



What can AI screening tools do?

AI is revolutionizing recruitment by enabling companies to review hundreds of resumes and easily evaluate applicants. The technology goes beyond simple keyword matching, considering factors such as experience and work history to assess a candidate's fitness for a job. AI's blind screening reduces unintentional recruitment bias and could boost workplace diversity and inclusion.

Need help writing screening questions? AI makes it easy. It can analyze job ads comparable to yours and pull out the skills, qualifications, and experience data.

AI can then use this data to create job-specific screening questions. When you pre-screen applicants with these questions, you can save time sifting through resumes.

Last but certainly not least is chatbots. Biggest perk? Chatbots are available 24/7 and offer cost-efficient solutions by automating responses to common candidate questions.

Machine learning plays a crucial role in making chatbots smarter. They can learn from past conversations, recognize data patterns, and adapt to provide more accurate help.

Chatbot

Here's the first question: Do you have a bachelor's degree?

Yes.

Chatbot

How many years of experience do you have in sales?

0 - 1 year 2 - 4 years 5+ years

5+ years

Write a message Send

Wize words

AI and machine learning can make you superhuman. Companies see a boost in their recruitment efficiency and positive candidate experiences. Wizehire leverages these technologies with a human-centered approach, using AI tools like job description rewriting and job difficulty estimation to streamline recruitment and give candidates a personalized journey.

5. Make data-driven decisions without AI

Leveraging the potential of data empowers teams to make well-informed decisions regarding their people strategy. Data is a valuable ally for recruitment, retention, and learning and development.

Interview scorecards

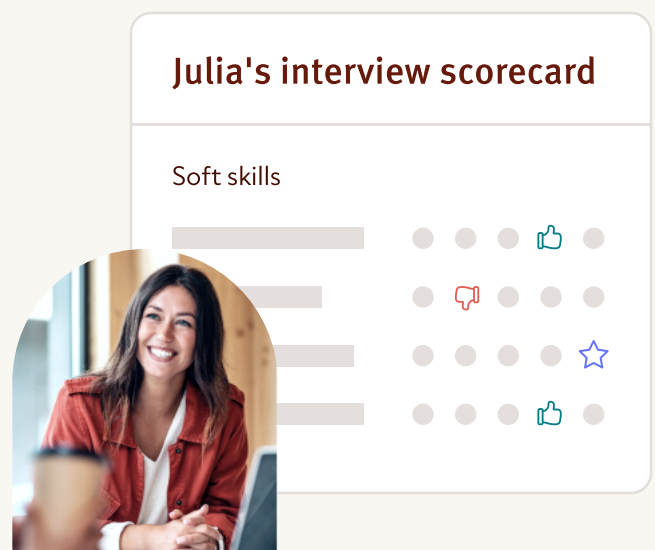
An interview scorecard establishes a consistent and standardized interview process, enabling objective evaluations of candidates and reducing the impact of unconscious bias.

A well-designed interview scorecard includes:

- ✓ Candidate & interviewer names
- ✓ Job title
- ✓ Scoring criteria
- ✓ Job-related skills
- ✓ Hard & soft skills
- ✓ Cultural fit

Scorecards ensure a fair and equitable hiring process by keeping interviewers focused on job-related information. As a result, the playing field is level by ensuring every candidate receives the same interview questions.

Scorecards are particularly helpful when assessing several candidates for the same role. When making a hiring decision, it's easier to reference your objective scorecard notes than rely on memory alone. Scorecards could also act as legal safeguard documenting non-discriminatory hiring decisions.



Recruitment metrics

Companies that systematically track and analyze metrics confidently base their recruitment strategy on data-driven decisions. The top two recruitment metrics to track are time-to-fill and cost-per-hire.

- ✓ **Time-to-fill** measures how long it takes to fill a vacancy, from job posting to job offer.
- ✓ **Cost-per-hire** shows how much it costs to fill a position, on average.

The average time to fill a position is typically **42 days**. However, this duration can fluctuate due to seasonality, location, and the number of qualified candidates available.

As for cost-per-hire, a reasonable benchmark falls within the range of **\$3,000 to \$5,000**, with variations based on company size and industry.

The math behind the metrics

$$\text{Time to fill} = \frac{\text{number of days to fill a position}}{\text{number of positions filled}}$$

$$\text{Cost per hire} = \frac{\text{total hiring costs}}{\text{total number of hires made}}$$



Candidate surveys

Surveying candidates and employees yields valuable insights into their experiences. Companies collecting and analyzing candidate surveys leverage the opportunity to make game-changing choices about their recruitment and hiring process. However, the key lies in follow-through. Gather data and then utilize it to enhance your recruiting decisions.

The most opportune times to survey job candidates and employees are during key stages of the recruitment and employment process. These moments provide valuable insights into their experiences, preferences, and expectations.



After job interviews

Ask candidates about the application and interview process.



After employee training

Survey new hires about their onboarding experience.



During performance reviews

Regularly check in about their experience on your team.



During exit interviews

Ask departing employees about the reason(s) they're leaving.

Wize words

Many companies conduct performance reviews every **3-6 months**, providing an excellent opportunity to give employees feedback and solicit their input. Remember, reviews are a two-way interaction where you can inquire about potential improvements, assess their satisfaction, and offer professional development opportunities.

6. Start an internship program to groom potential hires

Starting an internship program is a strategic move that can be a game-changer for your organization's talent acquisition strategy. Internships offer a unique opportunity to tap into a pool of enthusiastic, motivated people eager to learn and contribute.



“Hiring interns is more economical than traditional avenues. It gives companies a chance to evaluate skills and fit before making long-term commitments.”

Shivani Puri, Wizehire VP of People Operations



Define program objectives and structure

To get cracking, start outlining clear objectives for your internship program. Decide what you hope to achieve regarding talent development, recruitment, or specific project support. Next, choose the program's structure, including the duration (summer or semester), the number of interns, and their roles and responsibilities.

Establish recruitment and selection criteria

Develop a plan that includes where and how you'll advertise internship openings. What are your criteria for selecting interns? Do you want your internship program to include both students and non-students? Decide what qualifications and skills you're looking for. And openly share what your candidate evaluation and interview process look like.



70% of interns nationwide receive job offers from the company, and 56% are full-time offers.

Design internship activities and support

No internship program is complete without a comprehensive plan outlining interns' tasks, projects, and learning opportunities. Remember to assign mentors or supervisors to guide and support interns throughout their internship.

Do you have to pay interns?

The typical compensation for an intern in the United States ranges between **\$15 to \$17 per hour**. It's also important to note that it is illegal not to pay interns in many states, including New York.

Check the specific labor laws in your jurisdiction or consult with legal experts to ensure compliance, as regulations can vary from one place to another.

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Wize tip

While interns are typically college-aged, older interns are becoming more common. Someone being in their 30s, 40s, or 50s doesn't automatically disqualify them.

Wize words

An internship program is a long-term investment in your team's growth, innovation, and sustainability. It can help you discover and nurture talent and strengthen your employer brand, all contributing to the overall success of your organization.



7. Fuel success with a talent pipeline

Imagine having a pool of top-tier candidates at your fingertips, ready to step in when a role opens up. That's the beauty of talent pipelining. It's all about building connections with potential hires long before you need them.

How to build your talent pipeline

Network with fellow people ops professionals

Remember, bystanders miss out. Actively engage in industry-specific events, conferences, and networking opportunities with peers. Building relationships within a professional recruiting network allows you to tap into a pool of potential candidates referred by trusted connections.

Find promising passive candidates

Many skilled professionals aren't actively searching for a new job, but they could be receptive to the right offer. Engage with possible candidates at industry events, forums, or on LinkedIn to find people open to new opportunities. Learn more about passive candidates on the next page.

Encourage resume submissions for future openings

Add an invitation on your career page to send resumes for future job opportunities. It'll send a positive message to potential candidates, saying that your company values people and is forward-thinking in its approach to recruitment.

Keep the fire burning

Once you've made those initial connections, don't let them fizzle out. Maintain regular communication with your newfound industry allies and potential candidates. Share interesting articles, insights, or job opportunities that may pique their interest. You might also consider creating a newsletter targeting these individuals. Keeping those connections warm will nurture your talent pipeline.

W.

Wize tip

Keep the wording simple: "Don't see a job that's right for you? Send us your resume, and we'll keep you in mind for future openings."

Wize words

Talent pipelines help you secure top talent when you need it most. Nurturing relationships with talent reduces time to fill positions, lowers recruitment costs, eases workforce planning, and contributes to long-term business success.



8. Develop a strategy for passive candidates

A passive candidate is not actively seeking a new job but is open if the perfect opportunity pops up. They're often highly qualified and have in-demand skills, making them valuable to many businesses.

Since passive candidates aren't actively seeking new jobs, they're more challenging to find and engage with than active job seekers. It requires more effort on your part.

Let's cover five strategies businesses use to engage passive prospects proactively:

1 Connect with top talent on social media platforms like LinkedIn.

Define your ideal prospect, then strategically search LinkedIn. Use industry forums to find potential candidates and send a brief introduction message.

2 Message potential candidates why you think they'd be a great fit.

It should be brief, personalized, and explain why they're a good match for the job. LinkedIn research shows that 200-400-character messages get **16%** more responses.

3 Attend conferences and networking events in your industry.

Casual conversations and relationship-building at these events identify potential passive candidates showing interest in your company.

4 Ask current employees to refer people from their networks.

Encourage employees to recommend candidates from their professional networks. Reward them for a successful referral and hire.

5 Highlight your company's brand, values, culture, and benefits.

Posting about your company's culture, staff successes, and industry news might attract prospects. Communicate your company's brand and values via outreach messaging.



Example message to a passive candidate

Subject: Exciting Opportunity at [Company name]



Your Company

To: Candidate

Hi [Candidate's name],

I came across your profile on LinkedIn, and I was impressed by your experience and skills in [relevant field].

We have an opening at [Company name] for a [Job title] position, and I believe your background would be a great fit.

At [Company name], we value [company values] and strive to create a supportive and collaborative work environment. We offer competitive benefits, including [list benefits, such as health insurance, flexible work hours, etc.].

I'd love to discuss this opportunity further if you're open to exploring it. Please let me know if you're available for a brief call or virtual coffee chat.

I look forward to hearing from you.

Best regards,

[Your name]

[Your title]

[Company name]

Wize words

Your company could see big benefits from strategically recruiting passive candidates for leadership positions, specialized roles, and consulting jobs. Because of their expertise and experience, passive candidates offer unicorn-like qualities that are rare in the open job market.



9. Start an effective employee referral program

Referrals streamline the hiring process with candidates highly recommended by your employees. Even better, referred candidates often blend into the company culture easily.

According to the Society for Human Resource Management (SHRM), employee referrals fill job openings a whopping **55% faster** than traditional job board hires.

Define your goals

Before hitting the launch button on your employee referral program, clarify your goals and desired outcomes.

- ✓ What roles should be part of the referral program?
- ✓ Who should participate in making referrals?
- ✓ What rewards or incentives will you offer?



“You can gamify your employee referral process to get company-wide attention and participation.”

Shivani Puri, Wizehire VP of People Operations



Structure your incentives

Consider offering attractive rewards like cash bonuses, gift cards, or event tickets. Tailor these incentives to different roles within the company, ensuring they match your budget and company culture. Remember to provide clear payout guidelines.





Differentiate rewards

Tailor incentives based on the roles or positions you're trying to fill. Consider offering higher rewards for critical positions or hard-to-fill roles like leadership or technical positions.



Varied incentives

Typically, referral bonuses range from \$1,000 to \$2,500. If you're a small and growing business without much cash to spare, offer a mix of incentives or non-monetary rewards like extra vacation days, public recognition, or career development opportunities.



Promote internally

Actively promote the referral program within your organization. Use internal communication channels and meetings to encourage participation. If you need to scale quickly, consider a gamification strategy that aligns with your program's objectives. Plan your game mechanics by implementing a leaderboard and offering tangible rewards for employees.

Wize words

A successful referral program helps you find suitable candidates and strengthens your organization's sense of community. By harnessing your team's potential as talent scouts, you improve recruitment efficiency and foster a workplace culture where employees are more engaged and connected. So, encourage your team to refer top-notch talent and watch your company flourish with valuable referrals.

10. Create a transparent recruitment process

Your commitment to transparency goes beyond mere communication. It's a proactive strategy for keeping top-tier candidates in the running and mitigating instances of ghosting, where candidates may withdraw without notice. By providing a clear roadmap of the recruitment journey, you convey a genuine respect for the time and effort job seekers invest in applying to your job post.

Break the process into clear steps

Setting clear and realistic expectations helps candidates know what to expect and when, eliminating confusion and stress. Throughout the process, ensure that candidates receive timely updates and feedback, and remember to communicate a specific date for the final decision.

1 Application review

The company evaluates all application materials such as resumes and cover letters.

2 Screening interview

A quick conversation to evaluate a candidate's qualifications, communication skills, and overall fit for the role.

3 Hiring manager interview

A more in-depth meeting between the candidate and hiring manager to discuss work experience.

4 Skills assessment

The company evaluates a candidate's job-related competencies with exercises, tests, or assignments.

5 Final interview

Senior leadership or key decision-makers get involved to decide the candidate's overall fit.

Highlight diversity and inclusion

Articulate how your company's dedication to fostering diversity and inclusion is woven into every facet of the hiring process, encompassing recruitment strategies, interview procedures, and candidate evaluation. Employers who intentionally highlight diversity and inclusion initiatives are more likely to attract a broad pool of candidates. They're also promoting a workplace culture that values the richness that diversity brings.

Introduce key team members

Want to help your candidates prepare for interviews? Consider sharing a list of interviewers ahead of time. Some companies email candidates a link to the interviewers' LinkedIn bios, while others simply share interviewers' names, titles, and working locations. Candidates tend to appreciate the heads-up. It helps the process feel more human and relatable. Plus, you're allowing applicants to prepare specific questions geared toward a particular interviewer.

Offer contact details

Provide candidates a means to connect easily and inquire about any questions or apprehensions they may have throughout the process, whether via text, email, or phone. Consider adding contact information or a form on your careers page. This proactive approach empowers candidates to address any uncertainties or concerns as they arise.

Write a transparent job post

Set a clear foundation for the job role right from the start. Craft your job posting to deliver a comprehensive and precise **job description** encompassing the role's responsibilities, prerequisites, and anticipated contributions. This approach helps candidates gain a thorough understanding of the position and enables them to evaluate their compatibility with your organization.



Example job description that exemplifies transparency

About our hiring process

At [Company name], we believe in building a team of exceptional people who share our values and passion for [mention your industry or mission]. We respect your time and expertise, and we strive to be open, engaging, and timely every step of the way.

The role: [Job title]

In this role, you'll [briefly describe key responsibilities and the role's significance within the organization].

Candidate experience

Our goal is to give you a positive and informative candidate experience. We'll regularly update you on your application status and provide timely feedback.

Hiring process

1. Application review
2. Screening interview
3. Skills assessment
4. Team interviews

Questions?

We are here to address any questions and concerns throughout the interview process.

We're excited to get to know you and explore the possibility of having you join our [Company name] team. Let's embark on this journey together!

Transparency matters

We value transparency and open communication. Our evaluation criteria are based on [your criteria], and we aim to provide constructive feedback whenever possible.

Our mission and values

[Explain your company's mission and values and how they align with the role.]

Diversity and inclusion

At [Company name], we're committed to fostering diversity and inclusion. We encourage candidates from all backgrounds to apply and actively support our employees through affinity groups and networks.

Benefits and perks

[Highlight some of your company's key benefits and perks.]

Wize words

A transparent hiring process is both ethical and beneficial in the long term. You can position your business for lasting success and growth by building trust with great talent and creating an inclusive workplace. We encourage you to jump at the opportunity to adjust your current recruitment process so it's a more transparent and positive experience for candidates.

11. Tap into the hidden workforce

Acknowledge the value of older adults, very young adults, neurodiverse individuals, previously incarcerated individuals, and various other groups like caregivers, individuals with disabilities, migrants, and veterans. Leveraging this diverse pool of the hidden workforce helps businesses address talent shortages and foster a more inclusive and diverse workplace.

Recent data suggests that this hidden workforce consists of **27 million people** in the United States, equating to roughly **17%** of the total workforce. Biases, stereotypes, and prejudices that permeate organizational decisions play a significant role in keeping this hidden workforce untapped.



“Service-based businesses, like hotels, face continuous labor shortages due to high turnover. Tapping the hidden workforce expands your talent pool.”

Shivani Puri, Wizehire VP of People Operations



Benefits of hiring “hidden” workers

Embracing the hidden workforce brings several benefits to businesses, such as:

- ✓ **Diverse perspectives**
Incorporating diverse experiences and viewpoints leads to innovation and better decision-making.
- ✓ **Increased productivity**
Employees from the hidden workforce tend to be highly motivated and committed to their work, boosting productivity.
- ✓ **Better employee retention**
Offering opportunities to hidden workers fosters loyalty and commitment, resulting in lower turnover rates.
- ✓ **Good company reputation**
Demonstrating a commitment to diversity and inclusion enhances a business's reputation and attracts more diverse talent.

Ways to source “hidden” candidates

- ✓ **Skills-based hiring**
Focus on candidates' abilities and potential, not their credentials or college degrees.
- ✓ **Flexible work arrangements**
Offer remote work schedules, childcare, and eldercare services.
- ✓ **Community college partnerships**
Identify and train hidden workers to fill specific roles your team needs both now and in the future.
- ✓ **Professional networks**
Use networks to find hidden workers through non-traditional recruitment methods.
- ✓ **Re-evaluate hiring processes**
Refine your hiring processes to avoid bias that excludes the hidden workforce.

Wize words

By embracing flexibility in work arrangements, revising company practices and policies, and gaining a deep understanding of the distinct challenges that hidden workers encounter, you gain access to a large and frequently neglected talent pool. This proactive approach not only widens the candidate base but also enhances the overall inclusivity and effectiveness of the workforce, contributing to organizational growth and success.



12. Text your candidates

Email is not always practical. When recruiters send emails or leave voicemails, it's much easier for their attempts to go unnoticed. Texting has better open rates and quicker response rates. Research shows candidates respond to texts from recruiters in about **three minutes**. That's fast!

Text recruiting is all about efficiency. It quickly shows who's still interested in the position, focusing on the people most likely to accept your job offer. It also lets you send automated reminders to candidates about upcoming interviews and application steps. You can even use it to reconnect with top candidates when a new job opens up.

Companies that primarily use texting to communicate with candidates reduce their time-to-hire by 70%.

Pros and cons of texting candidates

✓ Pros

- Boosts engagement
- Improves response time
- Automation capabilities
- Expedites hiring process

✗ Cons

- Limited communication
- Security vulnerabilities
- Accessibility issues
- Compliance complexity

Texting tips

Rule #1: Stay in compliance with the Federal Communications Commission (FCC) regulations for text messaging. Your candidates value their privacy. During your initial points of contact, ask candidates how they'd prefer to receive communications. If they're open to texting, have them formally opt-in to your SMS service by including a simple check box on your applications. Also, show them you respect them by allowing them to opt out of future messages.

12. TEXT YOUR CANDIDATES

Here are our best practices for texting candidates:

- ✓ **Opt-ins:** Only contact people who've opted in to receive texts from you.
- ✓ **Brevity:** Keep text messages short and to the point.
- ✓ **Emojis:** Avoid using special characters that trigger spam filters.
- ✓ **Positivity:** Text with a tone that reflects your organization.
- ✓ **Office hours:** Send messages during regular business hours.
- ✓ **Organization:** Keep track of conversations with multiple candidates.

Employer

Bianca from [Company name] has started a conversation with you. Reply to this message to chat with them. You can opt out of all future messages by replying STOP. You can opt back in by replying START.

Hi, Cam! Are you available to interview next Tuesday the 17th?

Candidate

Yes. Sounds great!

Example conversation with a candidate

Wize tip

Texts aren't always accessible to people with visual impairments or technology limitations. Having multiple ways to contact candidates benefits everyone involved.

Wize words

Mass texting feels impersonal. Make the message feel like it was written just for them by including details like their name and the role's location, fostering a connection that resonates on a more individual level.



13. Host recruiting events

These events are excellent opportunities to discover new talent while enhancing your company's reputation as an attractive employer. Plus, they are really fun. Candidates learn more about a company's culture by engaging with employees face-to-face.

A successful recruitment event hinges on several key factors: clear communication, effective promotion, and providing a welcoming atmosphere for meaningful conversations. It involves selecting an appropriate venue, strategically promoting the event, ensuring a seamless tech setup, and conducting thoughtful follow-ups afterward.

Find the type of recruiting event that's right for your team.

Open house

Give candidates a behind-the-scenes glimpse into your workplace by hosting an open house at your office space. This lets candidates directly experience your company's work environment. They get a clear idea of working at your company, and you get a better feel for their personalities.

Wize tip

Organize your office space and invite a few employees, particularly those from hiring teams, to be present, enabling candidates to engage in conversations with potential future coworkers.

Hackathons

Hackathons or coding challenges are events where participants—typically software developers, programmers, and designers—come together to create functional prototypes, software applications, or hardware solutions within a given time frame. Tech companies often organize these events to attract and engage top tech talent. It's also a great way to show that your company promotes innovation.



Job fairs

Job or career fairs are like speed dating for recruiting. Employers and job seekers mingle and find out if they’re a match. It’s the norm for employers to conduct initial screenings of potential candidates on the spot. When someone stops at your booth, it’s appropriate to ask for a copy of their resume, briefly review it, and ask a few basic interview questions.



Wize tip

Booths that stand out from the sea of similar employers tend to bring handouts, business cards, activities, branded swag, or brand ambassadors.

Casual mixer

Ditch the formal attire and nervous handshakes associated with applying and interviewing. Instead, organize a laid-back hiring mixer to connect with potential candidates before they apply. Casual events like this let hiring managers and candidates relax and build a more personal connection. To make it extra engaging, use a venue people generally enjoy, such as an ax-throwing bar, a pizza place, or a bowling alley.

Sample event planning timeline

5 weeks out	4 weeks out	3 weeks out	2 weeks out	1 week out	Week of event	Follow-up
Reserve a venue if needed.	Add it to your team’s calendars.	Start promoting your event.	Plan the day-of logistics.	Send a reminder to guests.	Host your hiring event!	Connect with promising candidates.

Wize words

Not much money in the budget? Planning a standout recruiting event doesn't have to break the bank. Whether it's a coffee mixer or an office tour, anything works—as long as it grabs interest and highlights what makes your company great.

FIND YOUR PEOPLE

Build your dream team with our people-first approach.

Wizehire is an award-winning, end-to-end hiring solution that combines innovative software with the hands-on, expert support you need to grow your team with confidence.

Trusted by 18,000+ businesses and counting.

The Wizehire difference



Personalization

We help you personalize and perfect your team-building process every step of the way.



Customization

We created a customizable recruitment and hiring platform, so you don't have to.



Transformation

A single Wizehire will transform a business. We help you change the way you grow for good.

Our growing impact

- ✓ 5.3m+ applicants
- ✓ 330k+ interviews scheduled
- ✓ 350+ job templates

"If your organization aims to accelerate growth, increase profitability, and reduce the stress of hiring the wrong fit, Wizehire is a clear choice."

Tim & Angie Davis
Movement Mortgage

Identify, engage, and empower top talent

Hiring platform

Our award-winning applicant tracking system filters and organizes applicants.

Evaluation tools

Pre-screening questions, DISC+, and custom interview guides will help narrow your search.

Onboarding

Legally-vetted offer letters, tax credit applications, and payroll integration.

Wizehire Coaches

Expert advice at every stage of your hiring process via chat, video, phone, or email.