

Shoulder Tapping

Today's tight candidate market dictates a proactive approach to candidate recruitment. To best achieve this you may need to engage key stakeholders within your organisation to undertake networking and 'shoulder tapping' activities. This is less daunting by having a defined process in place and a Candidate Information Pack (CIP) ready for potential applicants.

Employers of Choice (EOCs) have well defined and documented processes for approaching candidates plus attractive incentives that encourage employees to network and refer candidates to them. A simple but advantageous technique is 'viral marketing', such as arranging for key managers to email a CIP and reference to the advertised link throughout their networks.

This email could also go to all candidates on your internal database. To use this method and remain anonymous, consider using a reputable recruitment firm as the point of contact for potential candidates.

Your viral marketing email may be as simple as:

"To: *undisclosed-recipients*

Subject: *<Position Title>|<Industry>|<Location>| Please forward*

Thank you for reviewing and considering this email. We have an exciting opportunity for a <position> to <an indication of how the new hire is going to make a contribution>. Click here for the advertisement listed on SEEK:(or on company website as appropriate) Please forward this to anyone you consider may be suitable for this opportunity. Enquiries can be made to <name> at <email address>. Applications can be made directly to <name> or via the online advertisement. Thank you in advance for your interest."

iPeople can develop processes for approaching candidates customised to reflect your organisation and recruitment process. For more information please be welcome to contact either iPeople's Melbourne or Sydney office, or email Megan.Callanan@i-People.com.au

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