Recruitment is a challenge for employers currently especially due to the current competitive market. This guide will give you some ideas and options as how you can reach a large candidate base that will lead you to finding the right candidates. Choosing the most appropriate candidate-attraction source will help you to find the most suitable candidates. It is important to use the options that suit your industry and the role on offer to ensure an efficient and effective attraction strategy. Below is a brief description of some options that employers are using to source candidates:

* If the company has a corporate website, this should be used as the initial channel to communicate with job applicants and advertise your role. There will be no financial cost with this option and fundamentally by candidates going directly to the company website means they are really interested in becoming part of the team of your company rather than just applying for any job available.
* Members of LinkedIn can post a free job advert on LinkedIn to advertise a vacancy. This free job will expire within 21 days from the date the job is posted (note that there is a limited number of free jobs in a 30-day window.)
* As a member of ISME you can post a job for free on our members area. You will reach more people by advertising to the ISME community. You can fill out the form here - <https://isme.ie/member-jobs/>
* Government Employment services such as Turas Nua, Seetec and Intreo have a large talent pool of jobs seekers and offer helpful recruirmnt servicesuch as free advertising and candairetr referrals to employers who are recruiting. For more information on these services, you can check out their websites:
  + <https://www.turasnua.ie/>
  + <https://seetec.ie/>
  + <https://www.gov.ie/en/publication/86ab7d-intreo-for-employers/>
* Most colleges offer an option to advertise for free on their Jobs Board. This is a website dedicated to recruitment that advertises vacancies on behalf of employers and has the opportunity to target college students and graduates. It would be worth researching the colleges that offer courses in the area you are recruiting for so as to target the correct candidates.
* Another option is an employee referral program. This can have a very high success rate and referred candidates are typically cheaper and faster to hire. This encourages your team to recommend friends or former colleagues for a position in the company. To motivate employees to participate in a referral program companies tend to offer a monetary and/or non-monetary incentives such as trips or vouchers.
* Recruitment agencies offer recruitment services whereby they match an employee to a vacancy. This option can be really helpful as it reduces a significant portion of the work involved in recruitment. It does however come with a significant investment by the employer.
* Recruitment and careers fairs can assist companies reach a large number of potential applicants. There are several different fairs held per year targeting different candidates and roles.
* Don’t forget the old school option of advertising on local notice boards and/or in local and national newspaper. This can assist attracting candidates in the nearby geographical area and is still widely used by job seekers.

For further information or support on this Bill don’t hesitate to contact the HR Advice line via [HR@ISME.ie](about:blank) or 01 6622755 Option 2.