



TALENT ATTRACTION

Strategic attraction and branding activities are extremely important to attract high value employees. As candidates become more and more of a rare commodity, organisations that successfully use proactive and effective marketing tactics will leave their competitors behind in the employment market.

An effective approach includes:

- Identifying and creating employment value propositions and develop tactics to effectively market your unique benefits to candidates
- Training your recruitment staff and managers on articulating and promoting your value proposition clearly to candidates.
- Identifying and developing industry and educational alliances to build relationships with potential candidate groups.
- Planning advertising strategies and identify suitable partners in the marketplace to target desired candidates.
- Assistance to develop targeted sourcing and branding strategies to provide leads for important and scarce employee groups.
- Allowing your recruitment teams to get a broader understanding of the market and increase their ability to proactively source candidates.

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