



Developing Tomorrow's
Workforce Today

Information and Communications Technology Council
Conseil des technologies de l'information et des communications



HR TIP SHEET

Marketing Your Organization

Hiring the right employee can have a positive impact on an organization by enhancing a company's work culture, boosting employee morale, and assisting in the achievement of challenging goals. However, the recruitment process doesn't finish once you have selected your ideal candidate. Organizations still face the challenge of effectively marketing their organization and convincing the candidate that they want to work for them.

When trying to successfully close a job offer focus on the specific elements that matter to the candidate; it may be money, career opportunities, flexible scheduling, work-life balance, professional development, or even corporate culture. The organization needs to determine what the candidate's motivations are and how to meet their needs, since the objective is to hire not only a qualified employee, but an employee who will stay, grow, and thrive within the organization.

Competing for the most qualified candidates can be intense and persuading them to join your organization may be difficult. The final stages of the recruitment process involve selling your organization to potential employees to try and sway them to join your team.

Best practices in hiring:

- Giving a candidate a tour of the office to help them gather a sense of what it would be like to work in the office environment and /or for the organization.
- Provide the candidate with an opportunity to speak with the current job incumbent.
- Provide details of any type or orientation, training, mentorship program, or support system your organization has to offer new employees to help them get acquainted.

Mistakes that recruiters often make when trying to market their organization include:

- Using high-pressure tactics to try and persuade candidates to accept a job offer. For example, offering a job on the spot and asking for a response within a day can often backfire on an organization and deter a candidate from accepting the offer.

- Overselling the organization and creating false expectations can have a negative effect. An employer must be honest about any factors that could present future obstacles to job candidates.
- Wasting candidates' time with unnecessary follow-up calls. After making an offer, employers should be judicious with follow-up calls, giving the candidate time to review and process the job offer.
- Waiting too long to extend an initial job offer. Candidates are often applying for multiple positions, by waiting to extend your offer to your ideal candidate they could be hired on by another organization.
- Appearing to be disinterested in the candidate, which can diminish a candidate's desire to work for the organization.

Additional HR tip sheets are available that outline the preliminary steps of the recruitment process:

HR Tip Sheet: HR Planning
HR Tip Sheet: Writing Job Descriptions
HR Tip Sheet: Recruiting
HR Tip Sheet: Applicant Screening
HR Tip Sheet: Interviewing
HR Tip Sheet: Interview Questions
HR Tip Sheet: Hiring

For more tools and tips on how to select and hire your ICT human resources, go to the Information and Communications Technology Council website www.ictc-ctic.ca and inquire about their HR tools to help you manage your ICT human resources more effectively. Look for the *ICT Competency Profiles framework* to inform you of the competencies needed for 36 ICT work streams or ask about their latest version of the *Human Resources Management Guide*.