

# How to Reach and Recruit Gen Z Talent

*Meta description: Gen Z will be taking over the workforce. Here's everything you need to know about hiring these younger candidates, and how to attract them in your recruiting strategies.*

## Understanding Gen Z Recruitment

As Generation Z steps foot as early career candidates in the workplace, tailoring recruitment strategies that communicate towards their purpose and expectations remains vital. Defined by being the first generation to be fully submerged in the digital age, Gen Z offers great value in both mindset and technological savviness to companies, and serves as a strong force towards creating change in both the workplace, and the world.

In order to effectively understand gen z recruitment, here's everything you need to know regarding this talent pool's demographics, professional goals, and hiring strategies.

## Who is Gen Z?

Born between 1997 and 2012, Gen Z is estimated to make up [27% of the workforce by 2025](#). As technological developments continue to advance during this time frame, much of Gen Z's information has been obtained from the digital world. Accordingly, the values and purpose established into early career candidates are often shaped by widespread online information. Needless to say, tech-savviness remains one of the most prominent traits from Gen Z that transfer directly in the workplace.

By understanding the traits and behaviors of this group, you can better understand what attracts them to the workplace. For example, Gen Z is often characterized by being open-minded, competitive and independent. Additionally, early career workers tend to be risk-averse, given that the Great Recession occurred during most of Gen Z's childhood.

But perhaps the most important facet of Gen Z is that most of whom fall in this group exhibit a value-driven lifestyle. Diversity and inclusion mark both their buying and working habits, as this generation prefers to support and contribute to companies that reflect the same values as them. Similarly, social justice remains a pillar for most of Gen Z's mindset, especially given how many cultural movements occurred during their lifespan.

## What Matters to Gen Z Talent?

Driven by a strong desire for change, Gen Z talent values include professional development, flexibility, and inclusivity:

- Professional Development: In order to effectively entice Gen Z employment and engage retention, nurturing career growth is vital. According to a LinkedIn survey, Gen Z is 47% more likely than Gen X to advance on jobs that offer professional development, to the point that many would be willing to sacrifice a small cut in pay for a position that allows room for promotion.
- Flexibility: A main priority for Gen Z employees is a work-life balance, so much so that 72% said that they would leave or consider leaving a job that didn't offer this as a flexible schedule. To best entice Gen Z talent, offering remote working options or a shorter work-week is key.
- Inclusivity: As a generation built on values of diversity, inclusivity in the workplace remains a necessity for nearly three quarters of the Gen Z recruitment pool. 74% of Gen Z notes how companies that authentically practice diversity, equity, and inclusion (DEI). Not only does gender and race fall into this category, but it also extends to include sexual orientation, age, military status, ability, and religious affiliations.

## How to Attract Gen Z Employees

The importance of connecting with Gen Z is crucial, offering a competitive edge to your company by staying on top of the ambitious hiring market. By focusing Gen Z recruitment on promoting a strong employer brand, emphasizing inclusion, and crafting job descriptions, you can not only [attract early career candidates](#), but build a base for a high retention rate.

### Strong Employer Brand

The most effective way to communicate your company's commitment to the values in-line with Gen Z is by maintaining a strong employer brand. By focusing on conveying a genuine story of your company's culture, you'll be able not only entice a Gen Z hiring pool, but also establish a connection with the right applicants.

### Committing to Workplace Diversity

For Gen Z, just claiming to be diverse and inclusive doesn't cut it – authenticity is key. Accordingly, your company should exhibit recruitment and hiring methods that fully embody the importance of these values. Committing to workplace diversity offers many perks to both Gen Z employees and companies, building a team who can provide a wide range of ideas and experiences to the table.

## Tailored Job Descriptions

Crafting language to directly communicate Gen Z allows your company to attract strong applicants. Not only should your company accurately convey the job descriptions, but also emphasize all job perks including flexible work schedules and professional development. As early career candidates are making their first moves towards the workplace, tailoring word choice to reflect the importance of ambitious and enthusiastic candidates versus an extensive work experience can help to reel in the perfect pool of applicants.

## Reach and Recruit Gen Z with hellohive

Connecting with early career candidates authentically and efficiently is not only vital in today's hiring market, but it allows your company to have an edge against competition. By engaging candidates even past the recruitment stage, you can establish a strong trust with employees, and increase retention rate.

To learn more about reaching and recruiting Gen Z, subscribe to our hellohive blog.