

10 Steps to Planning Your Early Career Recruitment Strategy

As a new generation of candidates enter the workplace, finding current ways to connect and engage applicants is key. Though daunting, strategizing an early career recruitment initiative isn't as difficult as it seems – all it takes is understanding your audience, establishing an efficient team, and implementing a fresh take on current hiring methods.

By following the 10 steps below, your recruitment team will be able to understand your early career candidate pool, execute engagement strategies, and measure success.

A New Generation in the Workplace

Entering the workplace is Gen Z, who are recognized as the first generation to be brought up with modern day technological advancements. Born between 1997 and 2012, Gen Z also embodies a new set of values that guide their job hunts and work interests.

In order to best [connect with early career candidates](#), it's important to understand both the mindset of Gen Z, as well as the current state of the industry. As both technology and work standards are evolving, keeping up with trends and staying one step ahead of competitors is crucial.

Importance of Early Career Recruitment Strategies

By chalking out an extensive initiative for early career recruitment, your team can effectively analyze and efficiently execute engagement with your target candidate pool. Early career recruitment is never just a written job description – instead, focusing on values, competitive perks, and workplace environment is key.

But what allows a company to understand these components of recruitment? That's where an early career recruitment strategy comes in. Through understanding your candidate base, and implementing initiatives accordingly, your company can increase both high-quality hires and retention rates.

Steps to Plan an Early Career Recruitment Strategy

1. Gather Your Team

Effective strategy starts with a strong team. When assembling your dream team of recruiters, consider adding members from multiple departments. This includes HR, marketing, and any specific business units that may benefit your recruitment goals. By including a wide variety of team members, you can gain the advantage of a broader range of perspectives, thus contributing to a more comprehensive strategy.

2. Define Your Recruitment Goals

Developing specific recruitment objectives offers clarity for your team to work towards one common goal. These objectives can include volume of hires, target demographics, and desired skill sets for new hires, and should be aligned with the company's long-term strategic objectives.

3. Understand Your Talent

Broadening your comprehension of the target pool's preferences, expectations, and motivations allows your team to best understand how to engage early career candidates. By gaining a deeper perspective on their preferred communication channels, career aspirations, and values, recruitment strategies can be tailored to effectively resonate with this demographic.

4. Assess Your Current Recruitment Process

To fully understand your current strategy's areas for improvement, evaluating your existing processes is vital. By assessing your strategy, you can streamline operations to address any gaps or inefficiencies. Evaluations should be conducted regularly to ensure that your recruitment efforts are adaptive to changing conditions and offer an enhanced candidate experience.

5. Research Current Industry Trends

Of course, adhering to industry trends is vital to understanding current best practices in early career recruitment. To ensure that your strategies are current and competitive, dig deep into emerging technologies, candidate preferences, and market dynamics. Additionally, explore what recruitment strategies similar organizations are implementing to attract top talent.

6. Create Targeted Messaging

When creating messaging targeted at early career candidates, highlight professional development, opportunities for growth, and impact within your organizations. Through emphasizing your company's values, you can assert similarities with workplace preferences that your target pool maintains. Your messaging should be informed by insights from your research, and tailored based on feedback.

7. Utilize Digital Platforms

The way to best connect with a generation brought up with technological advancements is, of course, to utilize digital platforms. By using social media, online job boards, and specialized recruitment tools aimed at early career talent, you can both promote your job listing and engage with clients. Ensure that these platforms are regularly maintained to include updates and content that showcase your company's culture and values.

8. Diversify Sourcing Channels

Through expanding your sourcing channels, you can reach a broader and more diverse pool of candidates to ensure an inclusive recruitment process and reduce recruitment risks. Sourcing channels can be diversified through initiatives like employee referrals, connections with industry associations, and targeted recruitment programs.

9. Provide Training and Support

In order to effectively engage with early career candidates, your recruiters and hiring managers should be equipped with training, resources and support. Training should cover candidate communications, interview techniques, and alignment with your company's hiring goals. By offering continuous training, your company can foster a recruitment culture that is dynamic and responsive to the needs of both the organization and candidates.

10. Measure and Iterate

By establishing key performance indicators (KPIs), your company can measure the effectiveness of recruitment efforts, and adapt accordingly. Metrics such as time-to-fill, candidate conversion rates, and diversity hires should be monitored regularly. This data can be used to iterate improvements that can lead to enhanced efficiency and more successful recruitment outcomes.

Utilize an Early Career Recruitment Strategy

Once you've followed the above steps and have established a recruitment strategy to engage with early career talent, you can continue to reflect and revise on efforts to keep up with the changing marketplace. To learn more about early career recruitment, subscribe to our [newsletter](#).