

Attracting Top Talent, Promoting Your Company & Retaining Staff

In today's candidate driven market interviews are more often than not a two way street. The very best candidates will be vetting employers as much as being vetted by them! You need to sell your organisation and culture to candidates – employer branding is essential.

It is necessary to understand not only what types of candidates will fit into your organisation but also what job seekers are looking for.

Understanding what your company's unique selling points are is essential in this competitive market. In the Media and Creative industries especially candidates often base career decisions on which company has the most brand kudos.

However, you don't need to have the most powerful brand in the industry to be able to sell your company! You need to consider those things that are important to candidates aside from your company name.

GIM consultants have put together a survey of the factors job seekers consider the most influential when choosing a job:

- 1) A friendly team environment
- 2) Progression/Career opportunities
- 3) Salary
- 4) Benefits
- 5) Training & Personal Development
- 6) Management communication/recognition
- 7) Hours and stress levels
- 8) Offices
- 9) Environmental Policy
- 10) Diversity

If you are able to sell all the benefits of working for your company and know what your competition are selling you will be successful at securing the market's top talent!

Retaining Staff

There is an old saying that good staff are hard to come by... but these days they are even harder to replace!

In today's market successfully maintaining key staff is as important as managing the companies assets. There is a proven correlation between happy staff and business success.

Through analysing the results of our survey GIM have come up with a list of pointers to assist you in retaining employees:



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- > **Instil a sense of community, ensure your employees feel valued!** Examples include remembering staff birthdays, praise, rewards (such as staff competitions/bonuses etc) and team building exercises.
- > **Flexibility** - being able to offer flexible working hours, flexible holiday schemes, duvet days etc
- > **Training and Personal Development**
- > **Promotions and Opportunities**



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