

Why your advertising strategy has never been more important

Securing the best talent is one of many things made more challenging and complex in the wake of COVID-19.

But maintaining your advertising strategy in this time can help your business now and moving forward.

Here's why, plus how to best adjust your approach.

Uncovering unprecedented opportunity

COVID-19's impact on businesses and hiring has been – and continues to be – immense. At the start of the pandemic, hiring across the country was mostly halted, but as restrictions begin to ease in several states and territories recruitment is starting to ramp up again.

For those fortunate enough to be hiring, the employment market today looks very different to what it did at the start of the year. There are more candidates looking for jobs today, the roles being advertised have changed and the talent pools that hirers can build do not resemble those of before.

In a crowded candidate market, advertising spend can be the first to go. However, for savvy brands looking to find unique hiring opportunities and build their future talent pipelines, now is the perfect time to be casting your hiring net to the wider market.

Widening your target

BHP is using this period to challenge their thinking about what an ideal employee looks like. With many industries – for example aviation – experiencing a slowdown, they are looking at different skill sets and what previously untapped candidates can bring to the organisation.

In this changed environment, highly qualified and previously unattainable candidates are now looking for roles in industries they're less familiar with. These individuals are unlikely to discover opportunities via company sites directly but instead via a well-crafted job ad on SEEK that highlights the relevant skills required for the job.

“Normally you wouldn't assume a pilot would have role within mining, however, there are many transferable skills that are extremely relevant,” says Karly George, Principal Candidate Engagement, Talent Acquisition at BHP.

Going broad and adjusting your job ads

Advertising your jobs beyond your website is critical if you want to target candidates where they are.

Leveraging the increased website traffic of our employment marketplace can also help drive traffic to your site. When candidates find your ad on SEEK, their next step is often to head to your website to find out more.

It's important to adjust your ads in line with the current environment. For example, BHP now reference potential temporary changes to the work location and roster in line with new government regulations. If your business can offer work-from-home arrangements or other flexible options, it's important to detail these in your job ad.

Protecting and promoting your employer brand

Promoting job ads beyond your own channels isn't the only way to build brand awareness and attract new candidates. This environment also presents new opportunities to promote your employer brand.

A strong employer brand promotes a positive story, especially when it comes to your [employee value proposition](#) (EVP) – what your organisation can offer employees in exchange for their skills and experience. “An EVP helps candidates to get some insight into the company before they apply, the types of people it employs and its culture,” says George.

In terms of communicating your brand, your social media posts, messages and website content all form part of your employer branding as does your external advertising strategy. In a candidate rich market, this is the perfect time to be promoting your brand messaging where the candidates are.

Even though your organisation may have decreased, or even halted recruitment for now, building a future talent pipeline will put you in a better position when hiring can resume or ramp up again. Your employer brand is one way to achieve this.

A well-perceived brand helps you stand out in a crowded market. Showcasing how you've managed this period, the support you've extended to your staff, and the positive contributions you have made will go a long way in securing great talent. “We have created a culture of flexible work across our organisation and we mention this in our job adverts, as we want our potential employees to know that we are supportive of them balancing life commitments with their work commitments,” George says.

While this period has been challenging for many businesses, there are ways to find new opportunities to benefit your business in what is a truly unique marketplace.