



CAREER STAFFING SERVICES

12 COST EFFECTIVE WAYS TO FIND EMPLOYEES

Finding employees in today's work force is challenging and can be costly when trying to advertise. However, there are cost effective ways when it comes to finding employees. Below is a checklist of 12 strategies you can implement in your hiring process besides posting on a job board. These are designed to help save you money, some are low cost and others are completely free to do! The goal is to find what is best for you and your company.

Networking to Recruit

- Let everyone in your circle know you are hiring and what you are specifically looking for! This includes friends, family, LinkedIn contacts, etc. These are the people that want to see you succeed, and they are going to know like-minded people.

Posting on Social Media

- Posting on social media platforms makes it easier and faster to broaden your reach. All you need to do is create a simple post with an eye-catching picture, include the title of the position and how people can contact you. Then ask your friends to share it with their network.

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Utilize Your Company Website

- Your website is your real estate and for people to learn who you are and what you do. If your site doesn't have a "careers" or "job openings" page, then make sure to add one. While building a website has upfront costs, you can always go back in and edit it anytime you need to.

School Career Centers

- School job boards and career centers are great resources to look for graduating students looking for their first job. Schools are also happy to provide opportunities for students to get real world experience. Don't forget that many current students are looking for part-time work as well!

Utilize or Create Internships

- Most colleges require students to complete an internship for their degree. With an internship, students are getting real world experience to make themselves more marketable while also getting a college credit. For businesses, they get an eager employee willing to learn and can typically pay them below the market average, or in some cases, interns can work for free. It is a win/win for both parties. Plus, that student may end up being the perfect fit for your organization!

Use Trade Associations Unique to Your Industry

- If your business has a specific industry trade association or professional organization, then your recruiting can be more targeted. Plus, if you are active in these organizations and have built relationships, then you can use word of mouth marketing and save on extra costs. What better way to find someone that already has both skills and experience in your line of work!

Newsletters

- Are you a part of a city chamber of commerce, church community or civic organization? If so, then you can put in your job opportunities in their newsletters or even a "resources" page on their website. This source may be free or require a small payment.

Recruit People Who Provide Excellent Service

- Ever received exceptional service? Pay these folks a compliment and tell them about your position. Let them know how much you appreciate their friendly service, attention to detail, etc. While they may not be looking, there is a good chance they know more people like themselves. Always carry your business cards!

Recruiting via Community Service

- If you enjoy community service, reach out to the organization where you volunteer and let them know you are hiring. Build relationships with other volunteers and be sure to network with them. People who volunteer tend to be like-minded and service oriented.

Non-Profits Seeking Work for their Clientele

- Perhaps your organization requires unskilled labor for simple tasks. These might be perfect positions for disabled, handicapped or mentally challenged adults. There are organizations that work with these folks teaching them life skills and assisting them in finding employment. This could be a not only a great resource for your company, but enables the company to give back to the community in more than just providing jobs.

Ask for Referrals

- The people who work for your company or who do business with your company already have an understanding of your business. They are uniquely qualified to assist in the recruiting process. Consider offering a bonus, incentive or prize if you hire one of their referrals.

Staffing Agencies

- Working with a staffing agency like Career Staffing or a recruiter that specializes in your industry can save you both time and money. Because we are always recruiting job seekers, we already have a pool of people screened that can potentially fill your openings . However, make sure the agency you partner with specializes in your field. Avoid working with a staffing company that does not have a recruiter that is dedicated to your industry.