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HOW TO SEGMENT YOUR CANDIDATES TO CREATE BETTER JOB ADVERTISEMENTS

A QUICK GUIDE TO IMPROVING YOUR RECRUITMENT MESSAGING

MARKET SEGMENTATION

Market segmentation is a practice used by marketers to target specific groups of consumers with similar characteristics. In recruiting, candidates can be segmented much like consumers so recruiters can adapt their recruitment messaging and improve results. This is particularly important when it comes to creating job advertisements. If you're new to recruiting, use these tips to get started on identifying the messaging that will resonate the most with your target candidate pool.

One of the first steps to market segmentation is the indentification stage where the following metrics are defined:

SOURCE

Job boards, social, video, mobile, email. There are lots of ways to reach candidates, but some are better than others and each audience is different.

DEMOGRAPHICS

Recruiters can tailor their sourcing methods and messaging to the needs and interests of the various generations or other identifying information like education level, geographical location or buying behavior (Baby Boomers, Gen X, Gen Y).

ASSESSMENTS

Candidates can be segmented based on their results from assessment tests like personality tests, math, verbal reasoning and leadership skills. These can be conducted either online or in an exercise during the interview.

VALUES

Segmenting candidates according to specific values they hold is another technique to use. For example, Google Ireland targets the many people who enjoy cycling by offering a cycling plan (Google contributes to the cost of the bicycle) as a benefit to attract candidates.

MOTIVATIONS

Targeting specific groups with similar characteristics like stay-at-home moms, adults who have recently gone back to school or military veterans can identify interests and issues so recruitment messaging can ignite genuine interest.

EMPLOYEE REFERRALS

Job candidates can be segmented based on the quality of referrals from other employees.

To Do:

Look for a recruiting solution that allows you to analyze candidate demographics and make use of your data in an easy-to-understand way. With **Nexxt Recruiter**, you can see the industry, region, experience and education demographics of your job advertisement audience.

CANDIDATE DEMOGRAPHIC DATA

Analyzing candidate demographic data will kick off the improvement of your recruitment messaging, but don't stop at identifying these specific talent pools. These segments should be monitored over time to fine-tune your recruitment strategy for the long-term.

MONITORING GENERAL AND SPECIFIC SEGMENTS

Brian Moran, CEO of Brian Moran & Associates, explains that tracking market segments over time is the best way to gain insight and find trends so that messaging can be customized to the talent pool's related issues in good time.

> *Market segments change rapidly. You should monitor your market segments at least annually, but for likely better results, monitor them twice a year or even quarterly.*
> **-Brian Moran** @BrianMoran

Ensure that sub-segments are created for more diverse groups so that qualitative and quantitative data can be accurate. Use this data to construct a candidate profile that best represents the candidate segment and use this profile as a target for sourcing and recruitment messaging initiatives.

To Do:

We recommend pulling candidate demographic data weekly so you can ensure your messaging is attracting the type of candidates you're looking for. Take this data further by defining more specific segments within your audience analytics. Build candidate personas based on your current data and then consult surveys and studies to stay on top of upcoming demographic trends.

PUT THIS INTO PRACTICE

USING INSIGHT & TRENDS TO ATTRACT CANDIDATES

Pretend you're targeting Gen Y job seekers who have obtained their bachelor's degree. First, you'll want to fire up Google and research issues and trends influencing your targeted candidate audience. Make sure to set search parameters to be timely, within the past month or past year (no later), and relevant. Gather as much statistical information as you can and compile a brief trend report that highlights key identifiers of your targeted group.

Research From Our Multi-Generational Job Search Study Shows:

- 57% of Gen Y job seekers value meaningful work and job security.
- Gen Y job seekers value workplace flexibility (30%) and higher salary (41%) more than Gen X and Baby Boomers.
- Almost half (48%) of Gen Y has considered going back to school instead of continuing their job search.
- 31% of Gen Y job seekers have considered starting their own business instead of continuing their job search.

"This study confirms that Gen Y is optimistic about the future and are is willing to do whatever it takes to build a career, including going back to school, starting a business or moving back in with their parents. They are the savviest generation when it comes to managing their career online and are champions of work-life balance."

- Dan Schawbel, founder of Millennial Branding, Gen Y expert and bestselling author of *Me 2.0*

> Remember to gather research from a variety of sources. You'll want statistics from a multitude of trend reports, surveys and studies.

The previous facts combined with other identifiers of Gen Y job seekers should be considered when developing your recruitment messaging. From the research, you can see that your targeted audience is concerned with job security and doing meaningful work, values workplace flexibility and a higher salary more than other working generations, and is more inclined to go back to school or start their own business instead of continuing their job search. This tells us that Gen Y job seekers are ready to do what it takes to build their career, they want to do work they're passionate about, be compensated well, have a work/life balance and feel secure in their positions.

While it's not safe to stereotype a candidate segment, it is okay to use the information as a generalized framework for recruitment messaging creation. As a conclusion to this brief, you'll want to exemplify how your company, if applicable, supplies these generational demands.

THE JOB ADVERTISEMENT SHOULD HIGHLIGHT:

- [x] Current or optional flex scheduling

- [x] Competitive compensation ranges and mention any pay-for-performance programs, employee referral programs, or any other monetary reward programs your company offers

- [x] Opportunities for managing individual or team projects to appeal to their entrepreneurial side

- [x] Any internal learning and development programs or college tuition reimbursement benefits

- [x] Any part of the company's mission that speaks to Gen Y's value of producing meaningful work

THIS PROCESS CAN APPLY TO ANY TARGETED CANDIDATE SEGMENT:

1 Define your target candidate

2 Research trends and issues that resonate with the targeted candidate audience

3 Construct a brief to highlight key identifiers

4 Provide supportive information to address the targeted candidate's concerns in your recruitment messaging and job advertisements

Follow these steps, and you'll be on your way to identifying, understanding and resonating with the quality candidates your organization needs to grow.

Last Minute Attraction Tips:

- Identify key individuals and groups that represent your target candidate segments to serve as a model

- Research challenges and learn about the barriers of the specific workforce group and address these in your recruiting policies

- Build relationships with individuals and groups that represent the candidate segment to better understand what resonates with them

- Develop partnerships through your organization to benefit specific targeted talent pools to show candidates your organization's support

- Eliminate or minimize barriers that may prevent your candidate segment from applying to the position

- Offer specific services and resources that align with the issues and interests of the candidate segments

DON'T KNOW WHERE TO GET STARTED?

Enlist the help of a recruiting solution that allows you to track and analyze your potential candidate audience. With **Nexxt Recruiter**, you receive candidate demographic data that gives you insight into improving your recruitment messaging, sourcing higher quality candidates and posting better job advertisements that convert job seekers to applicants.

ABOUT NEXXT

Nexxt, a recruitment media company, is a dynamic employment solution catering to the next generation of hiring. For companies and agencies, Nexxt is a full-service recruitment marketing platform, providing a targeted method of sourcing the best people from a broader talent pool. For professionals, Nexxt is an employment solution, powering more than 50 niche career sites to make finding the perfect job easier. Nexxt combines predictive technology with multichannel marketing to a diversified talent network of nearly 60 million candidates on focused career sites, allowing recruiters and hiring managers to build custom campaigns and efficiently fulfill their hiring needs. To learn more and see what's Nexxt, please visit **hiring.nexxt.com**.

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