



Guide to: recruiting talent online.

The days when job candidates circled newspaper help wanted ads are far gone. Today, most job searches begin and end online – especially for younger candidates. While some agents have told us they have not found online job boards to be effective, it's a channel that no insurance agency can afford to ignore when you **look at the research regarding behaviors of today's job seekers:**

Pew Research: 54 percent of U.S. adults have gone online to look for job information, **45 percent** have applied for a job online, and job-seeking Americans are just as likely to have turned to the Internet during their most recent employment search as to their personal and professional networks.

LinkedIn: More than **75 percent** of people who recently changed jobs used LinkedIn to inform their career decisions.

Glassdoor: 83 percent of job seekers are likely to research company reviews and ratings when deciding on where to apply for a job.

Online recruiting gives you access to a larger talent pool you might otherwise not engage – but it does pose a challenge: **how do you make your post stand out from others to attract the right candidates?** With a compelling company profile that gives the recruit a glimpse into your agency culture and a job description that highlights the unique benefits working for your agency, your job post can make its mark on prospects.

Tips for attracting talent to your online job posts:

Don't skip the profile.

Many sites allow your agency to create an online profile. Use it to highlight your employer brand and promote the reasons why people should want to join your agency.

Add photos.

There is no better way to illustrate your agency's culture and office life than through photos.

Include a salary range.

98 percent of job seekers and employees say it is helpful to see salary ranges in job listings.

Describe the qualities you're looking for in a candidate. Include 3—5 characteristics that are vital to the position.

Highlight the benefits.

It's not all about the money – especially for younger recruits. These can include the most common items like health insurance and paid-time off, but they can also include perks that might be unique to your agency like casual dress, an office pet, or community outreach.

Put keywords in your title.

What would you type into a search engine to find this job?

Top Online Job Posting Websites

These sites enable more candidates to see your job openings, yet there is also increased competition as many companies use these resources to attract talent. A detailed company profile and a descriptive job post that reflects your agency's brand can make you stand out.

- Career Builder
- Glassdoor
- Indeed
- LinkedIn
- Monster
- ZipRecruiter



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