Skilled Workers Are Out There. So Why Aren't They **Choosing You?**

It's a known fact that...

manufacturers are struggling to recruit the right talent. As a result, they are overworking their employees and pouring money into job posting sites and recruitment agencies. Not having enough employees—or in many cases, the right employees—is as expensive as it is stressful. But the problem isn't that manufacturers have been dealt a bad hand.

It's that they aren't playing their cards right.

The majority of manufacturers aren't doing even the most basic things to attract employees. In order to truly grab the attention of top candidates, you need to be in the right place at the right time and most importantly, deliver the right message.

Basic

The things that every manufacturer should be implementing:

- ✓ Careers page on website
- ✓ Job description template
- ✓ Optimized business profiles for: Linkedin, Glassdoor & Indeed
- ✓ Social media post templates

Next-Level

Additional steps for mid-sized to large companies:

- ✓ Social media advertising
- ✓ Blog posts highlighting career opportunities
- ✓ Branded swag
- ✓ Templates for letters: thank-you, rejection, offer, and positional contract
- ✓ Benefits explanation packet
- ✓ Recruitment card
- ✓ Job fair event promotions
- ✓ Career brochures
- ✓ Event display graphics & banners
- ✓ School Recruitment Flyer
- ✓ Employee referral incentive
- ✓ Sign-on bonus incentive
- ✓ Employee welcome packet

We Craft Custom Solutions Based on Your Needs

Some manufacturers might already have a handful of these strategies in place. Others will want certain deliverables, but not everything. No matter where you are in your recruiting efforts, all of our services are à la carte and tailored to your business needs. We'll work with you to develop and execute a custom strategy that aligns with your goals and fits within your budget.



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The Value of Rethinking Your Approach

Recruitment should never be a one-way relationship. Sure, it's important to let people know the different skills and type of experience you're looking for. But what's in it for them? What are you doing to show people what it's like to work at your company? How are you showing this generation that you provide the things they care about? (Work-life balance, growth potential, positive culture, etc.) This is what attracts the top talent—and it's also where most manufacturers are missing the mark.



By changing your recruiting approach, you can:

- ✓ Engage and recruit top candidates
- ✓ Stand out from your competitors
- ✓ Mitigate the skills gap in your facility
- ✓ Save money (move away from recruiting agencies that are failing to provide the right candidates)
- ✓ Save time (hire the right talent to minimize turnover and avoid having to constantly hire/train new people)

Not Sure Where You Stand? We'll Tell You With a **Free Assessment**

A successful recruiting strategy looks different for every company. It all depends on the size of your business and how often you need to bring in new people. We've been working with manufacturers for a long time, so we know what separates those who are recruiting the right way versus those who are doing it the wrong way.

If you'd like to know where you fall on the spectrum and what steps you can take to start moving in the right direction, we'd be happy to assess your current strategies and share our professional opinion with you.

Schedule an Appointment

Visit Our Website

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