

# TALENTFINDER

## How to reach the best candidates – even if they are passive

In an increasingly virtual world of recruitment, the best candidates are just a few mouse-clicks away. But how can you engage with people who are passive to your brand?

With countless advertising platforms and channels to choose from in an extremely competitive market, knowing how to get your brand in front of the right audience, and engage them, is a must for your business.

Whether you're looking for senior leaders, niche specialists or entry level talent, we know that people respond best to personal communications.

Our 'TalentFinder' solution offers just that; a personal approach, underpinned with social research and targeting, to help you energise passive candidates through social media.

### The benefits of TalentFinder:

- A highly targeted approach
- Engages the right talent through innovative research and social media platforms
- Delivers up-to-date market intelligence
- Real-time reporting
- Reaches talented passive candidates who aren't actively looking or considering you as an employer.
- Improves diversity, we engage with people who are qualified for the role regardless of background, ethnicity, age, gender etc
- Bridges the gap between direct applications and agency hires



## What TalentFinder delivers

- ✓ Quality and diverse pipelines
- ✓ Personalised, influential promotion of your opportunity
- ✓ Insight, reporting and candidate feedback
- ✓ Keeps candidates engaged, informed and committed to your opportunity
- ✓ Thorough market reports to capture all conversations/feedback on the opportunity

## Here's how it works

With a unique combination of social research, response management, and real time insight reporting, TalentFinder is an agile service, designed to be flexible and adaptive to support the specific needs of your business.

The four steps of our solution are:

**1. The brief:** We'll speak with the hiring manager or recruiter about each vacancy to gain insights into the role requirements, as well as your company and its unique selling points, taking any delivery milestones into account.

**2. Social research:** Through a research led approach, we're able to identify and target your passive audience through various social channels, and reach out to prospective candidates, who'll likely not have considered your job opportunities before.

**3. Response management:** Gauging the interest levels of each individual, we'll gather insight, and build an engaged database of names and current employment details. We'll also provide support for candidates across the application process to ensure the best apply.

**4. Insight, reporting and delivery:** We'll provide weekly and end of campaign reports to give you detailed views of our activity, whilst also providing valuable feedback gained from the candidate marketplace.

As well as being an ideal solution to reach new audiences for challenging specialist vacancies, TalentFinder can work seamlessly with your in-house recruitment team, pre-existing media schedules and ATS systems to help enhance your pipelines. By checking the language and tone of our messaging throughout the campaign, we always promote inclusivity.

Our mission is to provide diverse shortlists of quality candidates to you, and our broad and exhaustive search approach delivers on that goal.

## FOR MORE INFORMATION, CONTACT US

For more information contact your  
Client Manager or email  
[Rowena.Bach@PeopleScout.co.uk](mailto:Rowena.Bach@PeopleScout.co.uk)



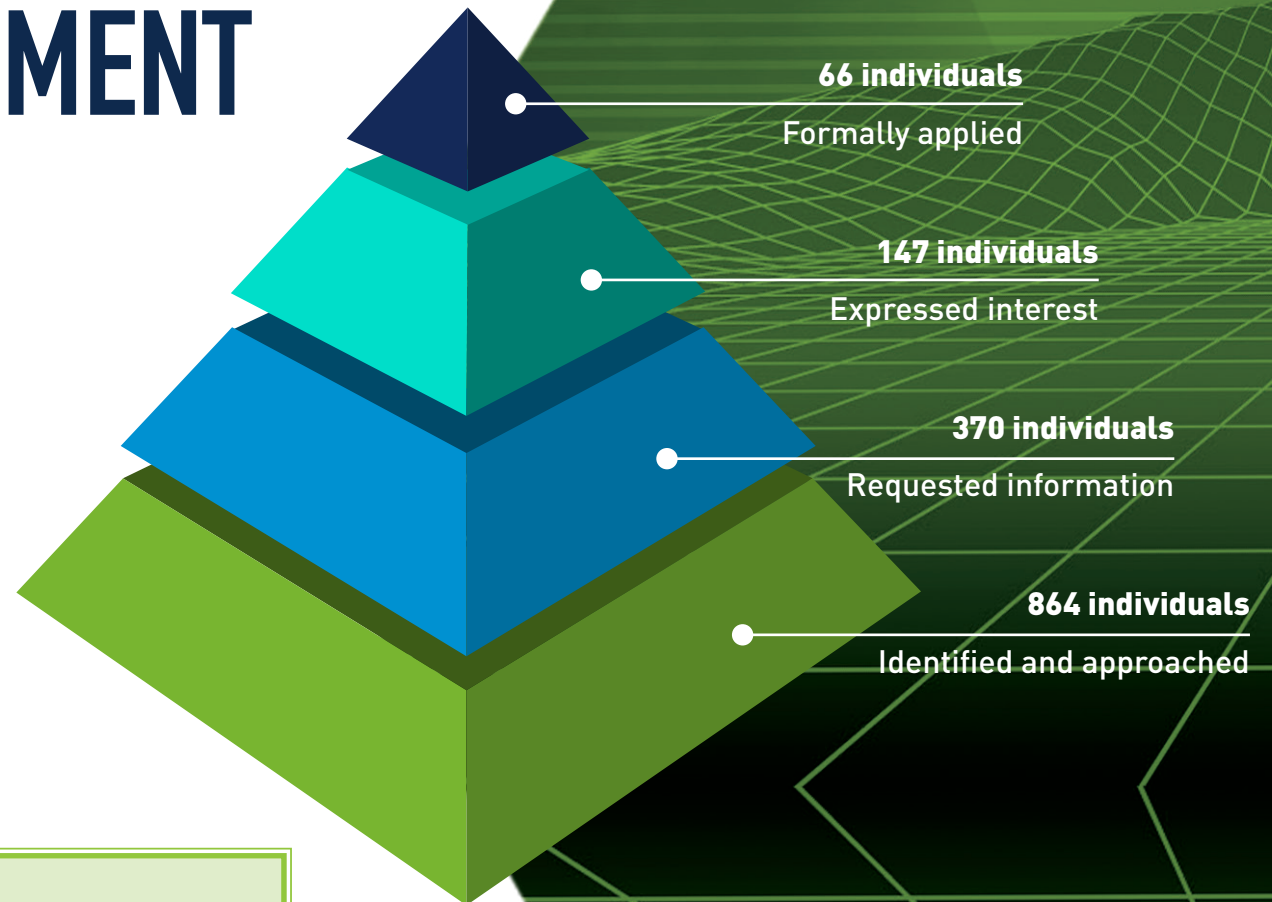
# CASE STUDY

## CENTRAL GOVERNMENT

We were appointed to assist with a TalentFinder Solution for circa 30 Deputy Directors and 10 Directors across central government.

It was a 3-week campaign working in conjunction with their media schedule.

The scope was national and within strict client procedural guidelines.



### New TalentFinder Campaigns

- Natural England (4 Specialist Roles – Nationwide Search)
- Oxfordshire County Council (3 Project Manager Roles x16 vacancies)