



OAKWOOD
RESOURCE GROUP

Attracting Trade Talent

THE 3 MUST DO'S

Introduction

The major challenge that many businesses face when recruiting Trade Talent, is finding good people that can support the growing needs of the business. We hear it all too often, across all levels, and shapes and sizes of business—most small businesses don't have the internal resources with the skills, knowledge and know-how, while larger businesses, face challenges of their own, like building sustainable talent strategies, that can position and brand their business to ensure it's attracting and winning future Trade Talent.

At Oakwood Resource Group, we are specialists at matching our clients with the best Trade Talent.

Let us help you, with some insider tips. These are the three most important aspects that all businesses need to consider to ensure they attract the right talent.

ONE

Understanding your market

WHAT ARE YOUR COMPETITORS DOING?

We are not asking you to 'look over the fence' per say, rather look at those in your sector that are doing well with talent attraction. How are they increasing their brand recognition? How are they engaging with candidates? How are they securing the talent that you just can't attract?

Employment engagement strategies are important, and a pivotal element of your recruitment strategy. Looking at your industry and who is performing well gives great insight to start building these foundations, and where to start investing—it's not as expensive as a bad hire!

AM I PAYING ENOUGH?

The first assumption most employers go to when missing out on top talent is 'I am not paying enough'. There is a good chance that you won't be able to match some of the 'big players' in the market.

How do you get over this? Start by analysing your company values. You probably have attracted top trade personnel before. What attracted them? What makes YOU better than the rest? Now use this as your main attraction when advertising roles. You will be surprised.

There's an old saying—if you were the cheapest in the market, it would be easy to have 100% market share. Reality is, the cheapest never have 100% market share. Same applies in recruitment—the highest rate does not always attract the best candidate.

I DON'T HAVE TIME OR EVEN KNOW WHERE TO START!

Good news—there are people out there that can do this work for you! Industry bodies, peak industrial firms, job board websites and recruitment/HR businesses are some of the starting points you can engage in understanding the external labour market. Most in fact, like ORG, have great newsletters that you can sign up to, that give free and valuable insights.

Having the information is an important first step into how you can shape your recruitment strategy. Same as you would review the suppliers of your products, reviewing the market trends and staying in the loop is good to do every 6 months.

TWO

Advertising your role

HOW MUCH EFFORT DO I PUT IN? DO THEY EVEN READ IT?

Treat an advert as a company announcement—like that one where you enthused about that new product you just spent 12 months building... you want it to be exciting, detailed and you want to leave the viewer wanting more!

Your business is your life and hiring can be a BIG decision. The ‘post and pray’ methodology is risky and does not supply you with winners. It sends messages to not only potential employees but your broader consumer market about the quality within your business.

A good strategy to adopt within your organisation is to get input on draft adverts from the people currently in that role (if appropriate and possible). They are in the best position to give commentary on what is valuable and what is not. An advert should be cross-checked at least once before it is sent into the big digital world!

PAID VS FREE ADVERTISING—WHAT IS BETTER?

The key is understanding your market. Some roles will be harder to fill than others at the point of advertising. Paid advertising can be effective for those roles which have been difficult to source through free job boards or advertising mediums like your social media or website.

In saying this, high skilled high demand trade roles (otherwise known as ‘unicorns’) will require a tailored campaign which goes further than a paid advert on a job board. You can spend all the money you want on a job board but there is a chance your dream candidate is not looking – this is what we call a ‘passive’ candidate.

In summary, having a mix of paid and free online advertising mediums in your strategy is important. This includes working out your expected hires and a budget to get the right results.

HOW CAN I MAKE MY ADVERTISING STAND OUT?

In a growing digital age, employer brands are even easier to determine than before. In fact, a Glassdoor survey showed that 95% of potential applicants were influenced by the reputation of the company.

Setting the narrative and guiding the prospective employee through your business story can be beneficial. This can be achieved with a dedicated careers page where they can learn about your company and the benefits that come with employment.

Visuals are powerful. Lots of words can make applicants disconnect. A video, linked to the job advert can provide a more engaging experience with a powerful message. This is not as expensive as you think.

THREE

Building your talent pipeline

What's a Talent Pipeline? It's an evolving stream of ready to go talent that may fill positions in the future or those that are critical and come short notice.

WHY BUILD A TALENT PIPELINE?

Having an instant talent pool of 'OK' resumes or 'mates of mates' can be getting you through. People are the most important asset of your business and making sure you have a robust, experienced, and skilled resume pool is important. Do not settle for what is easy or cheap—turnover will cost you significantly more.

With a reported average hiring turn around (advert to first day) of 38.9 days industry wide, building a talent pool based on business expectation is extremely valuable. Especially those businesses based around the service industry—generally when that vacancy comes up you needed them yesterday. A well designed talent pool provides talent quickly without compromising on quality.

WHAT HAPPENS WITH THEM ONCE THEY ARE IN THERE?

Constantly evaluate the business skill requirements and make sure the talent pipeline remains relevant to the business' growth strategy. Treat them as future employees—keep them informed on company progress and maintain regular contact.

Ideally, these applicants will already be pre-screened and match the future requirements of your company. With 38% of employees in the Australian job seeking market open to a career change, keeping an engaged and nurtured talent pipeline is in your best interest.

ARGH—THEY WILL HAVE TO DO!?

The idea of building a talent pipeline is to stop ineffective, reactive decision making in your business. Too many times business leaders or decision makers will ignore the 'gut feelings' and onboarding red flags just to have boots on the ground quickly. Furthermore, they choose to ignore or quantify what damage that quick hiring decision can inflict in the future.

Recruitment is and should be the most important element of your business. As without good people, it is hard to grow. Developing a talent pipeline may seem time consuming and will require discipline. Having someone dedicated to this task in your business or an external provider is highly recommended if the resources are slim within.

ORG Talent Strategy

If you need help to find the right fit for your next trade role, get in touch with Oakwood Resource Group. We'll show you why we're renowned talent specialists in the trade sector.

We may not be the biggest recruiters, but our team are the sharpest. We build real relationships with our talent pipeline, and keep our foot on the pedal—tracking and implementing recruitment process that work in the trade industry, and deliver the best talent for our clients.

Our unique, trade centric Talent Strategy is what enables us to positively connect career seekers with career opportunities, for the long term.



More than just filling positions, Oakwood Resource Group source opportunities to connect outstanding job seekers with excellent employers. We believe in finding solutions that challenge the outdated model of thinking of outsourced recruitment services.

Need help to find the right fit for your next trade role? Get in touch.

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