



Top Tips to recruiting in a recession

During an economic downturn, recruiting practices need to be changed - but not always in the ways that you might expect. With a higher rate of unemployment, you would expect recruitment to be easier, but in fact it isn't. It just requires a slightly different approach.

Is it really a buyer's market?

There is a perception that, in a recession, it is a buyer's market. That perception should be treated with extreme caution. In fact firms are far keener to hold on to their talent and make redundancies only on specific, performance-based measures.

Candidates unlikely to change

In an economic downturn, so-called 'passive' job seekers often don't want to change jobs. Whilst there might be an increase in the number of unemployed candidates available, it may be that the candidate you want for a particular role is currently working.

Employed passive job seekers are much less likely to change jobs in a recession as many of them perceive change as 'risky'.

Qualified candidates hard to find

As more organisations lay off staff and the unemployment numbers climb, recruiters are hearing from more people looking for work.

Rather than making a recruiter's job easier, the increase in applicants means recruiters must be more



judicious than ever in culling through the information to find the right candidates.

Show that you're a secure option

When trying to attract new employees during a recession it is vital that you show any potential new recruit that he or she will not be made redundant before finishing their probation period.

Outline your company's recent growth and future plans to show that you're a safe and secure choice.

Talent is talent

If you have a talented 'golden goose' sitting in your office, hang on to that person tooth and nail. Human capital is your most valuable asset, no matter what the economic situation is.

Have a good recruitment plan

Many companies are not well prepared when it comes to recruiting. It's vital that you have a

well prepared plan which outlines your goals in terms of identifying the right candidates and includes key elements, such as consistent and relevant interview questions.

Have a well-defined job spec

Having a well-defined job spec will help you to focus on specific individuals or skill sets and ensure that candidates tick all the right boxes in the recruitment process.

Recruit for recovery

Finally, while there is always an element of caution in terms of recruitment in a recession, you need to be prepared for recovery as and when it happens.

Any upturn will inevitably prompt serious demand for the best people, so acting early will mean that you can select the best talent before everyone else does.

About Edison Hill

Edison Hill is a specialist IT recruitment company, with over 25 years experience in the IT industry. Our commitment to personal service means we bring a unique approach to meeting clients' IT resourcing requirements.

For more information call us on **0800 840 1543** or email info@edison-hill.co.uk