



JOBFITTS CONSULTANTS

HOW TO COMPETE WITH THE BIG FIRMS FOR TALENT



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How To Compete With The Big Firms For Talent

Research from Canada tells us, that employers with strong brands like Coca Cola, Google etc. . . receive 3.5 times as many job applicants per post than companies in the same industry with weaker brands. Another survey revealed that strong employer brands have access to up to 60% of the labour market compared to just 40% for those with lesser brands.

These aren't the only advantages that large employers have over small businesses. By way of the fact that they tend to offer excellent benefits and perks and they are also much better at closing the deal and getting the candidate to sign on the dotted line.

So, where does that then leave the smaller businesses?

Should they just give up and let the big employer brands take all the top talent and just settle for average performers?

Absolutely not! Smaller employers have many unique qualities that can make them more attractive to top talent than the large businesses.

It is therefore vital that smaller employers recognize what their unique employer value proposition is and make this known to the candidates in the market place or through any communication opportunity. This should significantly increase their chance of capturing top talent before it is wooed by the 'big league' employers.

So, what makes smaller firms so special?

According to research, the three main strategies deployed by smaller businesses to attract top talent are:

- Flexible work hours (70%)
- Promoting Autonomy and Independence (64%)
- Work from home options, (40%).

Another survey from salary.com revealed that 46% of those surveyed considered work-life balance to be one of the reasons that they had stayed at smaller businesses.

Smaller businesses also offer individuals the opportunity for much broader exposure to the business, which can increase the range and type of work experience than in larger companies where roles are more specific and compartmentalized.

You don't need to just "guess" this, conduct 'stay interviews' and ask your employees why they joined you, why they stay and what they value about your environment.

Develop an attractive value proposition and claim your share of top talent

Consider the information above about what makes a smaller business attractive to candidates and try and build and shape your company so it reflects these values. You will be maximizing your chance of hiring and keeping talent.

Claim your share of top talent before it gravitates towards the 'super' employer brands.

Promote your Unique Value Proposition (UVP) as a smaller business.

Ensure that you clearly promote your UVP as a smaller business throughout all your employee related communications, including job adverts, company website, company marketing collateral and during interviews.



JOBFITTS CONSULTANTS



About Us

Job Fitts Consultants are a specialist provider of professional Recruitment Services for the Financial Services sector and related suppliers in Australia. For our clients, we recruit a breadth of operational roles at all levels from; HR, Accounting, Marketing and Customer Service/Frontline.

The world of staffing and recruitment is changing. In today's financial marketplace, continuous organisational growth, at a profit, is a critical deliverable. Companies, therefore, want to hire the right employees who are technically capable, enthusiastic and a fit and a match for their culture; efficiently and first time.

This is where Job Fitts excels. We have over fifteen years successful experience recruiting for the financial services sector and their suppliers using our unique multifaceted approach.

Your Next Actions

Connect with us in multiple ways.

You can connect with either of us on multiple social channels including LinkedIn and Facebook.

All the links are below:



<https://www.linkedin.com/company-beta/6471098/admin/updates/>



<https://www.facebook.com/Jobfitts-113913255962427/>



<https://twitter.com/Jobfitts1>

To schedule a 15 minute phone call [click here](#)

Best wishes

Amrutha L Murali

Amrutha L Murali

Managing Director - JobFitts Consultants

[BIO – Amrutha L Murali](#)



P.S. We can help you take your Recruitment Strategy to the next level.



JOBFITTS CONSULTANTS

Our Vision

Our purpose is to develop long-term business relationships based on a distilled understanding of our clients' culture and goals and the most important asset, its PEOPLE to create a successful FIT.

What our clients say

Davidson Trahaire Corpsych

Since engaging your services I have been thoroughly impressed with all aspects of your recruitment process. As you know, DTC roles in which I have engaged your assistance provide their challenges in terms of salary, complexity and roster.

I feel as though you really understand the challenges of recruiting for the role and you expertly target the appropriate candidates to ensure a consistently high level of applicant is put forward for me to review.

We have had many successful team members join through your assistance and I look forward to continuing to work with you in the future.

Matthew Purcell,
Contact Centre and Resourcing Manager
Davidson Trahaire Corpsych

CLIPSAL

Since using JobFitts Consultants, Clipsal Australia has grown and taken a positive direction in creating a successful customer service team. The evidence of this is visible in many ways. For example when resourcing new employees, we look for hardworking dedicated people, with the right experience and JobFitts has certainly brought forward the right candidates.

Sue O'shea, Customer Care Manager NSW
Clipsal

Teachers Mutual Bank We put you first

We have found JobFitts Consultants to be a most professional service, without the 'hard sell' of many other recruitment agencies. Staff at JobFitts are well connected and have good follow through for all candidate placements.

Marco Sicurella, Senior HR Manager
Teachers Mutual Bank

policebank member owned banking

My role is GM of Distribution and we use the service of Amrutha for the majority of our distribution staffing requirements. I find Amrutha very well connected within the finance industry and we have enjoyed a high number of successful hires from colleagues that Amrutha has presented to us. I would highly recommend Amrutha's services for anyone looking for high quality applicants within the Finance Industry.

Mark Hudson, General Manager Distribution
Police Bank Ltd.



Call us on 9220 3595