

Attraction Checklist

Do I have a current “up-to-date” Position Description for the role?

- Does the position need to be reviewed?
- Can the position take on more responsibility?
- Do I need the role to be downgraded?
- Does this position need to be full time or could the hours be reduced to part time or job share to open the pool of job seekers?

Who is it that I am trying to attract?

- Years of experience
- Skills
- Organisational Fit
- Location
- Hours

What is the preferred method of application for the people I am trying to attract?

- Print media i.e. Newspaper, Journals
- Online Job Boards
- Industry publications for a specialist
- Recruitment Agency
- Community networks for local workers
- Online networking sites i.e. Facebook, MySpace, LinkMe
- Word of Mouth referral

What mode of Advertising will I use to attract these job seekers? (Consider how quickly you need to fill the role when selecting the mode of advertising to be used.)

- Recruitment Agency
- Online Job Board only . which one will have the candidates I am seeking
- Print Media only
- Combination of Print Media and Online Job Board
- Radio or Billboard
- Industry publication

What are the main selling points of the position? (Employer of choice, salary and friendly team are not enough . need to sell to what the ideal+job seeker is looking for)

- Does the role have - variety, diversity, challenge, responsibility, opportunity to contribute?
- Does the company offer . learning and/or advancement opportunities, work/life balance
- Is the environment . fast paced, relaxed, corporate, down to earth
- Is the team . fun, inclusive, friendly, stable?
- Are the hours . flexible, early start, early finish, early Friday finish, full time, part time?
- Are there other benefits . RDOs, free or reduced price products, Friday drinks, bonuses?
- Is the salary . negotiable to experience, above market, confidential, plus Super or including super?

What is the best way to receive applications? (Candidates move very quickly in the market so if you cannot quickly arrange interviews and make a decision you could be going through the process again in 2 weeks time)

- Email . best email address, include on ad?
- Phone call . best number, include on ad?
- Fax . include on ad?
- Mail . include on ad?
- Combination of all

Will I respond to all applications received?

- Our company reputation is important so all application must be responded to within 2 weeks of application via email or letter (in the absence of an email address) and therefore I need to dedicate a resource to do this.
- When the process is finalised all applications will be responded to so I will need to organise this to be resourced.
- I do not believe it is necessary to respond to all unsuccessful applications