

8 Ways to Recharge Your Recruitment Strategy

Recruiting needs often change throughout the year. Some companies have slow seasons, while at others, hiring demand fluctuates from year to year. When hiring slows, it's the perfect opportunity to focus on revitalizing your recruiting strategy. Whether it's replacing outdated technology, investing in training, or auditing your processes, there are many ways to make the most of slow hiring periods.

Get inspiration from our list of eight ways to recharge your recruiting strategy.

1. Dust Off Your Job Descriptions

When was the last time you refreshed your job descriptions? They're often recycled or built from a template, but that doesn't mean they should stay the same forever. Best practices change alongside candidates' expectations, and in some areas, there are even new rules and regulations about the information employers need to include.

Here's what to consider when you're evaluating your job descriptions:

- Are you using inclusive, jargon-free language?
- Do job descriptions showcase your employer brand?
- Are job descriptions concise and easy to read?
- Are job postings accessible on mobile devices?
- Have your hiring managers given their input and reviewed any job descriptions relevant to them?
- Do you have a set schedule for reviewing job descriptions to keep them up-to-date?
- Are your job descriptions compliant with the rules and regulations in your area/state?

BONUS

Need help refreshing your job descriptions?
Try ClearCompany's AI-Assisted Job Description Generator.



2. Take Down Recruiting Obstacles

The average time-to-hire is at an [all-time high of 44 days](#). Combined with an increase in negative candidate experiences and ghosting, it's clear that the hiring process is getting even more frustrating for many job seekers. Though you're not going to satisfy every candidate, you can remove any barriers slowing down your hiring process to gain the upper hand in the competition for top talent.

To streamline the recruiting process, map out the path of a requisition from the time it's opened until a candidate is hired. Is it taking days to schedule screenings and interviews or weeks for hiring teams to make a choice? Dig into the details to find where you can tighten up your approach or implement HR technology to speed up hiring.

BONUS

A full-platform [Talent Management System](#) allows you to track every hiring metric and get candidate feedback on the recruitment process. Understand time-to-hire by role, manager, department, and across the organization, and hear firsthand which parts of the hiring process are making candidates rethink working at your company.

3. Polish Your Employer Brand

It's important to know what makes your company stand out from the hiring competition. With a well-defined, compelling [employer branding strategy](#), you'll attract candidates who identify with your values and feel excited about working with you. That's not based on guesswork, either — 84% of candidates say they consider a company's reputation before applying.

Here are a few ways you can put your best foot forward through your employer brand:

- Ask current employees what attracted them to your company and what keeps them engaged and motivated so you can accurately represent your employer brand.
- Share information about company culture on your career site with pictures, videos, and quotes from your employees.
- Streamline employer brand messaging across your website, job posts, and social media accounts.
- Monitor your brand reputation online by keeping an eye on employee review websites. Take note of what's being said about your organization so you can address the negatives and capitalize on the positives.

BONUS

Building your employer brand is just as important as defining your hiring process. [Read our post to learn](#) how to articulate what sets your company apart and show it off to applicants.

4. Rekindle Passive Candidate Relationships

Candidates who didn't get hired after their initial application are one of the best talent pools to nurture. They're already familiar with your employer brand and were engaged enough to apply. Just because they weren't the right fit for the last opportunity doesn't mean they'll never be a good fit.

Use slower hiring seasons to reengage with this pipeline of passive candidates. Be sure they're sorted into groups based on their areas of interest and other relevant criteria, refine your messaging, and create recruiting email drip campaigns so they get emails when new roles open up.

BONUS

If you're new to creating passive talent pools, start by adding a question to your job applications. This way, new applicants can check a box to indicate if they want to be contacted about future open roles.

5. Push for More Technology Investment

Recruiting software is evolving fast, and there are countless options on the market. It's also a key differentiator between companies that offer an excellent candidate experience and those that don't. According to the [2023 Candidate Experience Benchmark Research Report](#), highly-rated companies are using artificial intelligence (AI), chatbots, text-to-apply, and mobile applications to create the best possible experience.

Does your software offer everything your team needs to work efficiently and keep candidates happy? Even if you're not ready to upgrade — or make an initial investment — yet, you may want to soon. A slow hiring season is an excellent time to build your case. Look for an Applicant Tracking System (ATS) or Talent Acquisition platform with tools and features including:

- User-friendly applications accessible on mobile devices or via text messaging
- Integrations with your other HR tools, including LinkedIn Recruiter, your payroll provider, video conferencing software, and more
- AI-powered recruiting tools, like chatbots and content creation
- Ability to automate email sends, interview scheduling, onboarding packet generation, and more.

BONUS

ClearCompany's [ATS Buyer's Guide](#) can help you make an informed decision about which software solution is right for your organization.

6. Keep Candidates in the Loop

We mentioned the increase in negative candidate experiences — but did you know that number has doubled since 2020? When candidates are unhappy, they're dropping out of the hiring process and often sharing their experiences online and via word of mouth. The most common reason they ghost during the hiring process today is feeling that their time was disrespected.

36% of candidates said they waited one to two months to hear back from employers after applying. That's a long gap, and during that time, top candidates often lose interest or get hired at another company. Revamp your hiring strategy and stay competitive by increasing communication with your candidates.

Create templates for rejection emails and ensure they're being sent, whether automatically based on preset criteria or on a weekly basis. When candidates aren't selected for the next round of interviews, be sure they're notified. Even if they're not hired, this level of communication increases the likelihood that candidates will have a positive impression of your company — and they're just as likely to share good experiences as they are bad.

BONUS

Use AI assistance to draft emails to candidates faster than ever. You'll spend less time composing emails and more time refining your candidate communication strategy.

7. Trim the Fat from Your Interview Process

There are other ways to disrespect candidates' time aside from failing to update them about their status. You can also take up too much of their time with excessive interviews. Candidates report that they're enduring more interviews than ever, and often, employers aren't being transparent about just how many will take place. [One job seeker noted](#) that although the recruiter told her there would be only two, she ended up going through five rounds of interviews.

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Structured interviews that end with feedback and status updates are the best way to respect candidates' time and earn theirs in return. Candidates were 119% more willing to refer others when they were updated about their job fit and candidacy status.

While that's not possible for every candidate, you can create a structured process for each role. Let candidates know what to expect from the first screening call and send updates ASAP after each interview. Use an ATS with built-in Interview Guides and Scorecards to easily structure the process, eliminate bias, and speed up hiring decisions.

BONUS

Hiring most — or all — of your candidates virtually? Check out our [Virtual Interview Toolkit](#) to ensure you have everything you need for a seamless, structured, and scalable hiring process.

8. Invest in Your Recruiters

Talent acquisition teams are finally getting the recognition they deserve as the world of work continues to change. 87% of recruiting pros say [talent acquisition has become more strategic in the past year](#), and 70% say their teams now have a seat at the C-suite table. Recruiting teams need to develop new skills to keep pace with this increased responsibility and visibility.

Communication and relationship building are two of the most in-demand soft skills recruiters will need to work more closely with learning and development (L&D) teams. "As recruiting leaders' portfolios expand to include things like internal mobility, skills-first hiring, and employee retention, they'll need to partner more closely with L&D to prepare internal talent for new roles, identify skill gaps, and ensure their organization is a place people can grow their careers," said Jennifer Shapley, vice president of Global Talent Acquisition at LinkedIn.

Your To-Do Checklist

Use your downtime effectively so when the recruitment department is on high alert for great candidates, you're able to source, attract, and hire them faster. Here's a quick checklist of the eight tips we shared for you to use as you evaluate your recruiting approach:

- Dust Off Your Job Descriptions
- Take Down Recruiting Obstacles
- Polish Your Employer Brand
- Rekindle Passive Candidate Relationships
- Push for More Technology Investment
- Keep Candidates in the Loop
- Trim the Fat from Your Interview Process
- Invest in Your Recruiters

Complete this checklist with ease and recharge your recruiting department with the help of ClearCompany's leading ATS software.

[Get Your Free ATS Demo](#)