



  
Aspen

# Attracting The Best Talent To Your Organisation

with Nigel Fortnum



# Introduction

- Nigel Fortnum
- Founder/Director of Aspen People
- Specialising in the Housing Sector
- Board member with Cairn Housing



**It is a challenging  
recruitment market**



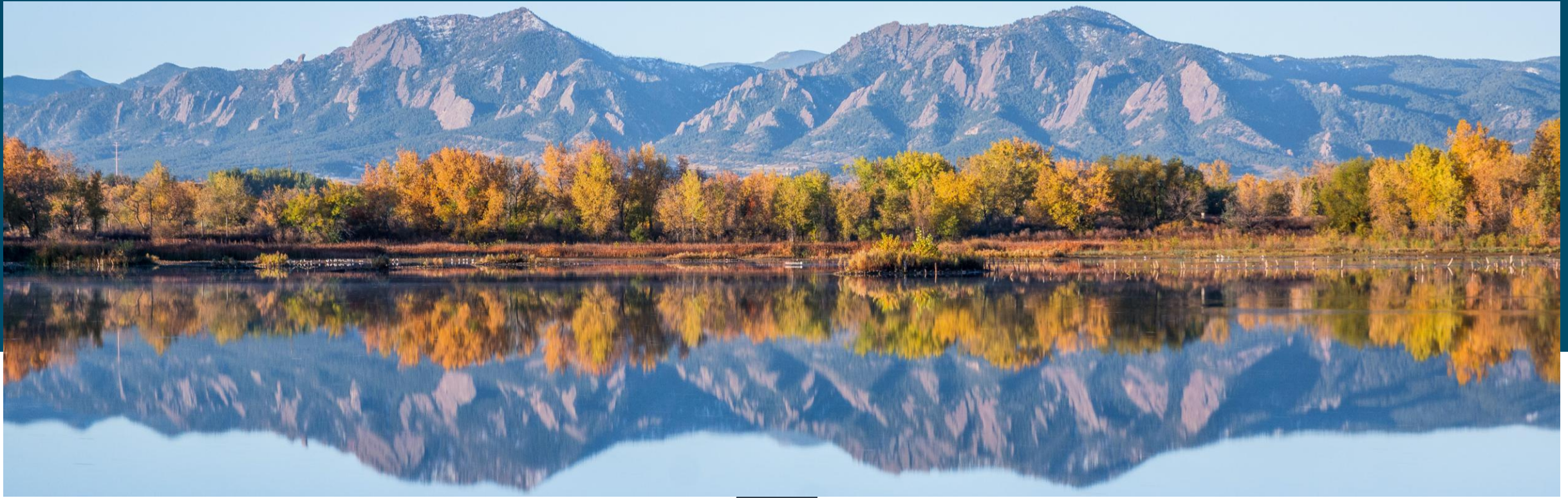
# Talent Acquisition Best Practice To Help You Attract Top Candidates





# Top 10 Talent Acquisition You Should Consider

1. Build a strong employer Brand
2. Optimise your careers page
3. Write clear job descriptions
4. Improve your linkedin presence
5. Leverage the power of social media
6. Engage your employees
7. Simplify the application process
8. Make the recruitment process enjoyable
9. Advertise on the right job boards
10. Provide an exceptional candidate experience



**Let's look at these in more detail...**



# 1. Build A Strong Employer Brand

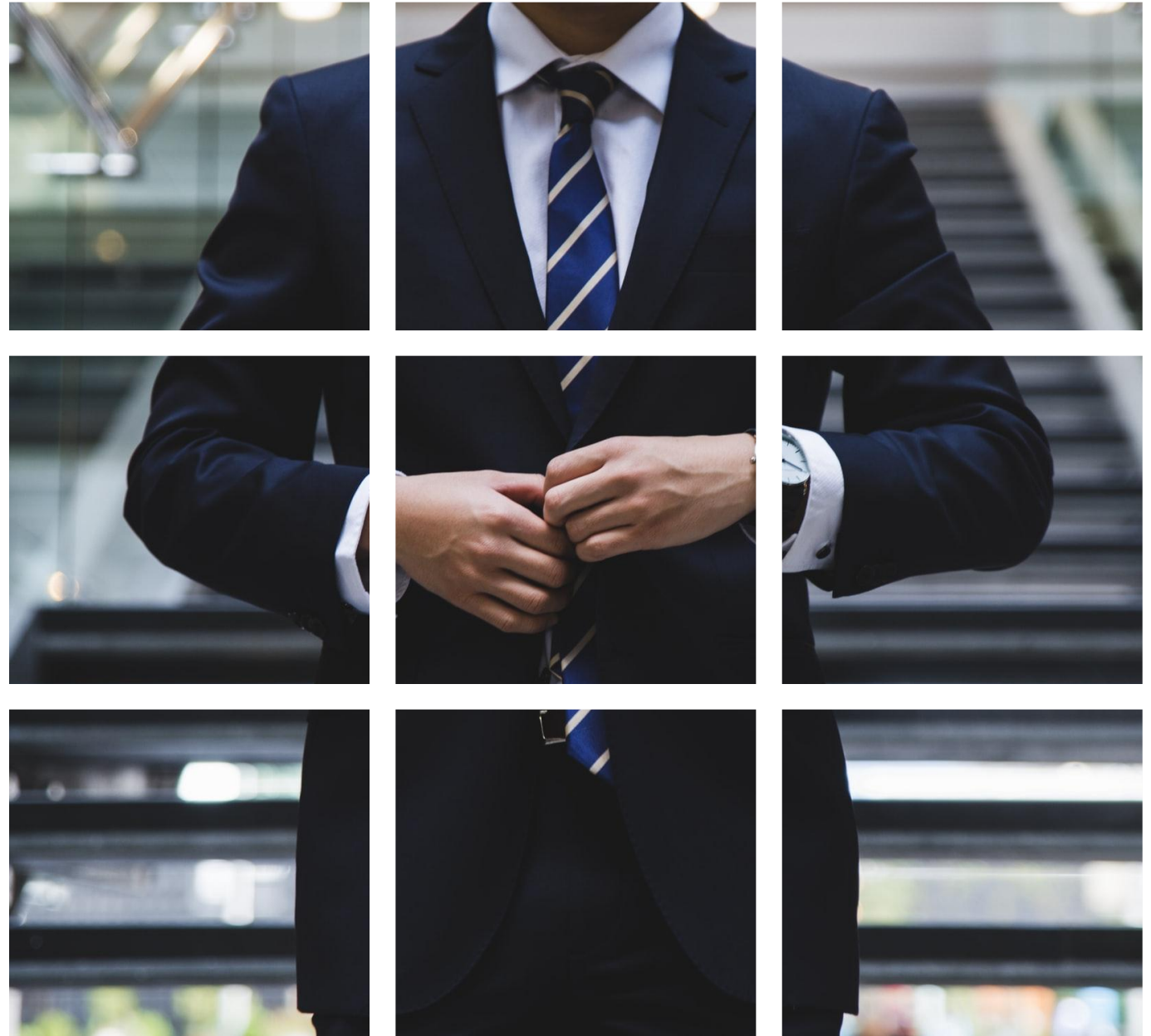


## 2. Optimise Your Career Page





# 3. Clear Job Descriptions



# 4. Improve Your LinkedIn Presence



# 5. Leverage The Power of Social Media





## 6. Engage Your Employees

# 7. Simplify The Application Process



# 8. Make The Recruitment Process Enjoyable





## **9. Advertise On The Right Job Boards**



## **10. Provide Exceptional Candidate Experience**





**THANK YOU**

Any questions?