



working for everyone

www.workingforeveryone.com

Jobactive Staff Guide | Marketing job seekers to employers

About this guide

Jobactive staff should use this guide to:

- Build relationships with employers
- Research the local labour market and select suitable employers
- Make reverse marketing phone calls and handle rejections
- Discuss wage subsidies

Step 1 | Build relationships with employers

'Reverse marketing' – promoting jobseekers to potential employers – will have the best results if you have established a professional profile in your local community and your marketing is an extension of an existing relationship that you have built with an employer.

Build a profile

Consider becoming a member of your local Chamber of Commerce and attending regular meetings. You could also contact your local council to find out about business or industry groups and any networking events they hold. Attending job and employment expos and other relevant community events will also help you build relationships with local businesses. It is much easier to 'cold call' an employer if you have met them in person beforehand.

Do your research

Use the **Australian Labour Market** in our [additional resources](#) to learn more about broad employment trends. The Economic Development Division of your local council will also be able to provide information about your local employment market.

As well as networking with local employers, it can also be useful to set up online job alerts for different companies, industries or suburbs. Scanning job internet job sites will help you understand which skills are in demand and who is hiring.

Social media sites such as LinkedIn and Facebook can help you to identify 'who's who' within an organisation, identify mutual contacts and keep up to date with organisational events and activity.

Select suitable employers to target

Target employers in industries that you know are growing. Take the time to do research into:

- What business they are in and how it operates
- What their work culture is like
- What types of roles exist and where they are likely to need and recruit staff
- How hiring decisions are made
- What skills or training their staff need

You can further build your relationships with employers by sharing useful reports, articles or insights that are related to resourcing, people management or their industry.

Step 2 | Build trust by matching work-ready job seekers with relevant skills

Employers will use employment services that have a reputation for providing work-ready candidates who have the right skills and who are reliable and motivated to work. Job seekers are also more likely to be successful in a role if their motivations and skills are aligned with it and they have sufficient support once they have started their role.

Tailor your approach to match job seekers to employers:

- Discuss local employment opportunities with job seekers, and the skills that will be required. Understand their motivations and interests.
- Proactively look for opportunities to bridge relevant skill gaps with training that will be recognised by and useful to employers.

Be upfront with job seekers about what it means to be work-ready and the importance of them being honest with you, so that you can make sure you refer them to roles that are a good fit for both them and the employer.

Step 3 | **Be personable, targeted and professional when you call employers**

Find out who looks after hiring in your area of interest

'Hi _____. My name is _____. I'm calling from _____.'

'We help organisations in the local area to source suitable staff for their business. Who would be the best person in your organisation to talk to about your hiring needs? We specifically focus on finding mature-minded and skilled aged care workers.'

When calling directly, think of opportunities you might have to connect

'Hi _____. My name is _____. I'm calling from _____.'

Examples of how you might connect :

- *'We met recently at the West Melbourne Chamber of Commerce meeting.'*
- *'John Smith (a mutual contact) suggested I call you. We have been partnering with John to provide his organisation with quality staff and he thought you may be interested in our services.'*

Understand the different needs of operations and human resources managers

Human resources managers partner with **operations managers** to find employees (sometimes called 'talent'). In medium to larger organisations, they will also manage what is called a 'talent pipeline' – a pool of candidates who are qualified to step into positions when they become vacant. Partnering with recruitment firms (or employment services organisations) can be a good strategy to support their talent pipeline.

Human resources managers are also concerned with the general culture of their organisation and may oversee initiatives or policies focused on workforce diversity to support a healthy workplace culture. HR managers are usually working to minimise employee turnover, increase the engagement of

employees and support the continuity of business operations by hiring good quality staff.

Operations or line managers are responsible for a specific operation or function within an organisation. These managers take a pragmatic approach to recruitment and are focused on the day-to-day tasks of running their operation. They are interested in capability, experience and results. They are also interested in finding the right 'fit' for their team.

When talking to HR or operations managers:

- Connect to their needs
- Include open-ended questions to get them talking
- Communicate a clear objective

Script ideas

- *'We have 10 years experience partnering with local businesses such as yours to source capable and reliable staff.'*
- *'We are a government-funded employment service that can help you source talent with no associated costs.'*
- *'We specialise in supporting highly capable mature-age workers transition into new roles.'*
- *'We have had great success matching motivated and skilled workers to other local organisations such as ...'*
- *'I am currently working with a couple of candidates with previous experience in ... qualifications in..... who are skilled in and possess ... Would you be interested in receiving some information on these candidates?'*
- *'Do you currently have a diversity strategy? Are mature-age workers part of this strategy?'*
- *'Have you considered the benefits that mature-age workers can bring to your organisation?'*

Step 4 | Use wage subsidies as a selling point

Wage subsidies can be useful to support the sustainability of a job placement, but they should never be the principal driver.

Focus instead on fitting the right job seeker to the role and organisation, as this is usually the priority for employers. Poor hiring decisions can be costly and time-consuming. Wage subsidies should only be used as a final selling point to secure the placement. They can be particularly useful to allay concerns an employer may have about any workplace modifications, training or additional support that a job seeker may require.

Script ideas

- *'We understand there are financial and time costs on boarding a new employee. We are able to provide financial assistance (in the form of ...) to support you in this.'*
- *'We want to do everything we can to ensure the success of the placements we coordinate. To do this we offer wage subsidy support with our placements to make the transition as easy as possible for the candidate and the employer. Have you heard about the Restart subsidy?'*
- *'I appreciate your concerns about John's disability. John is a diligent and capable worker, but if it helps you feel more comfortable we could provide some financial assistance for any workplace modifications, training or support John may need.'*

Step 5 | Be prepared for employer rejections

Typical reasons for rejection include:

- We're not recruiting at the moment
- We use another agency for our recruitment
- I'm not interested in hiring people who are on Centrelink benefits
- I'm not interested in hiring anyone over 30, 45 or older
- I don't have time to discuss recruitment

Be prepared – Anticipate rejection as a natural part of the reverse marketing process and avoid taking it personally.

Acknowledge the rejection ‘I can appreciate that ...’ ‘I understand that ...’
Show that you have listened and understood the concerns that the person has communicated.

Qualify the issue and reposition your sell – Use open questions to better understand what is behind the rejection and adjust your selling proposition accordingly.

Ideas for countering rejection

Age bias

- **Probe** – *‘Are there any particular needs your organisation has that have led to that preference?’*
- **Bridge** – *‘I agree – adaptability and willingness to learn are critical skills.’*
- **Reposition** – *‘We find that workers over 30 fall into two camps. Some have a fixed mindset and are unwilling to change and move with the times, but others have a growth mindset and see the need to continually learn and adapt.’*
- **Sell** – *‘We have worked with highly capable mature-age workers who sit in the second category. Many of them have worked within large organisations where they need to continually adapt and work well within younger teams. Would you be interested in me notifying you when we have this type of candidates on our books?’*

Not recruiting

- **Probe** – *‘Are there particular times of the year that you are busier and need staff?’ ‘Do you anticipate any staff retiring or leaving in the near future?’ ‘How do you manage these situations?’*
- **Reposition** – *‘We’re interested in forming long-term relationships with our employers so we understand their business and can be proactive in sourcing a pipeline of suitable staff.’*
- **Sell** – *‘Would you or one of your staff have 30 minutes to meet with me so that I can better understand your needs?’*

jobactive bias

- **Probe** – *‘What has been your previous experience of our service?’*
- **Reposition** – *‘The profile of our clients has changed drastically over recent years. With structural changes in the economy and the trend to offshore employment we now have a higher number of highly skilled workers with years of valuable experience working for some of Australia’s largest organisations.’*
- **Sell** – *‘Would you be interested in me notifying you when we have this type of candidates on our books?’*

For further information, try these government publications:

- [Good Practice in Job Services](#)
- [Employment Pathway Fund \(Chapter 3\) Reverse Marketing](#)

Find related guides on our resources page

www.workingforeveryone.com/resources

Produced November 2017