



According to AIHR, **Talent acquisition** is the long terms strategy focused on attracting the best talent to help grow the business.

Talent acquisition is essential to achieving business goals. It also impacts employee retention. More than filling a particular vacancy, it ensures hiring the best candidate with the right skills and cultural fit to build and sustain a lasting career within an organisation.

Talent acquisition also helps in saving time and money. Hiring unsuitable candidates can lead to poor performance and employee turnover. On the flip side, having the right talent in place could mean no disruption in productivity. Talent acquisition includes:

Employer branding - Creating brand awareness for the company as an ideal workplace to attract high-quality candidates that match the company's vision and values

Recruitment marketing - Promoting the company's job opportunities to potential employees using inbound recruiting, candidate engagement, candidate management, and candidate experience strategies

Talent sourcing - Proactively looking for passive candidates that might be suitable for the company's future business objectives. The sourcing of candidates can be performed via social media, networking events, and professional associations. Sourcing takes time and building a talent pipeline requires multiple interactions in the form of company emails, newsletters, social media DMs, and focuses on building relationships that will finally end up in a job offer

Employee referrals - Employees refer candidates from their personal and professional networks that they know. Human Matters can help you

construct your referral programme (which can also be embedded into your Application Tracking System ATS)

Talent pipeline construction - We will help you Identify, nurture and recruit talent to build a strong candidate pool to fill roles as needed. Like sourcing, the talent pipeline needs to be nurtured to ensure a healthy pipeline of potential hires. We can also undertake this activity on your behalf

Succession planning - Prioritising employee promotion over external hiring to fill vacancies is an excellent way to save money on recruitment costs while providing career development opportunities for employees. It will further cement your cultural values and will also help to showcase you as an employer of choice.

Recruitment is the process of finding and hiring qualified candidates to fill job vacancies within a business. It involves a series of activities aimed at attracting, screening, selecting, and hiring the most suitable candidates for a particular role.

Compared to using a traditional recruitment agency, having a retained in-house recruiter with Human Matters can benefit the company because they can help simplify the hiring process using recruitment software, can better assess if a candidate is culturally-fit for the company, hire better quality candidates since they have more information about the company's business, values, culture and goals and have direct access to the hiring managers who can provide in-depth information about the ideal candidate. We understand your DNA.

In contrast to talent acquisition's proactive nature, recruitment takes a more reactive approach to hiring. Talent acquisition anticipates the future workforce needs of a company, while recruitment fulfills instant staffing needs.

Being reactive can be problematic because it places pressure on the business to find the right person immediately. Finding and hiring top candidates takes time, but because of the urgency of the situation, recruiters sometimes settle on what is available in the market. You could find the right candidate, but if there's a mismatch between goals and values, you will likely recruit again.

Both approaches will work as your business accelerates its growth. Human Matters will support and help guide you in deciding which approach or a blend of both will work for you.