10 Hacks to Hire for Hard-to-Fill Roles

Establish a discipline around each of these 10 strategies to increase your chances of quickly finding the right people for your toughest roles.

Align with hiring managers.
- Identify “must have” vs. “nice-to-have” skills and traits.
- Map out a clear plan for the entire interview process.
- Assign competencies or question areas to each interviewer.

Gather competitive intelligence.
- Determine roles your competitors are trying to fill, where posted and how promoted.
- Identify competitor pros and cons around culture, compensation, location and benefits.
- Review themes in company, CEO and interview reviews on Glassdoor.

Optimize your job descriptions.
- Write clear, specific job titles and descriptions, separating must-have skills and experience from nice-to-have.
- Make each role sound impactful, exciting and human, while considering SEO.
- Evangelize company mission, benefits & perks, adding links to your Glassdoor profile.

Invest in promoting your jobs.
- Use Glassdoor analytics to see who is engaging with your jobs and how.
- Increase exposure with boosts in search results and job alert emails.
- Target job seekers by location, industry and role with Glassdoor’s Brand Advertising.

Encourage employee referrals.
- Regularly remind employees to promote open positions on social networks.
- Offer tiered referral bonuses that pay larger finder’s fees for hard-to-fill roles.
- Make sure your referral process is mobile-friendly and easy to use.

Get smart with content marketing.
- Highlight new product developments, philanthropic initiatives, awards and other news in press releases and blog posts.
- Use videos to showcase employee stories and unique aspects of working at your company.

Build out social media networks.
- Create and regularly update company accounts on Twitter, Facebook, Instagram and YouTube.
- Encourage all employees to use social media to share open positions.

Refine your sourcing tactics.
- Track which hiring channels are most effective and adjust spending accordingly.
- Target informed candidates such as those on Glassdoor.

Candidates from Glassdoor are 2x more likely to be hired and have 30% higher retention rates.

Nurture diversity candidates to broaden candidate pool.
- Include diverse employees in employee stories such as videos, blogs and social media.
- Engage with women and minority career networks in relevant fields.
- Address bias in the screening and interview process to give diverse candidates a fair chance.

Target both early-career & late-career candidates.
- Practice age-blind recruiting.
- Mention growth opportunities in job descriptions and on your careers page.
- Include photos of employees of all ages on your careers page and Glassdoor profile.

Invest in promoting your jobs:
- Identify “must have” vs. “nice-to-have” skills and traits.
- Map out a clear plan for the entire interview process.
- Assign competencies or question areas to each interviewer.

Gather competitive intelligence:
- Determine roles your competitors are trying to fill, where posted and how promoted.
- Identify competitor pros and cons around culture, compensation, location and benefits.
- Review themes in company, CEO and interview reviews on Glassdoor.

Optimize your job descriptions:
- Write clear, specific job titles and descriptions, separating must-have skills and experience from nice-to-have.
- Make each role sound impactful, exciting and human, while considering SEO.
- Evangelize company mission, benefits & perks, adding links to your Glassdoor profile.

Invest in promoting your jobs:
- Use Glassdoor analytics to see who is engaging with your jobs and how.
- Increase exposure with boosts in search results and job alert emails.
- Target job seekers by location, industry and role with Glassdoor’s Brand Advertising.

Encourage employee referrals:
- Regularly remind employees to promote open positions on social networks.
- Offer tiered referral bonuses that pay larger finder’s fees for hard-to-fill roles.
- Make sure your referral process is mobile-friendly and easy to use.

Get smart with content marketing:
- Highlight new product developments, philanthropic initiatives, awards and other news in press releases and blog posts.
- Use videos to showcase employee stories and unique aspects of working at your company.

Build out social media networks:
- Create and regularly update company accounts on Twitter, Facebook, Instagram and YouTube.
- Encourage all employees to use social media to share open positions.

Refine your sourcing tactics:
- Track which hiring channels are most effective and adjust spending accordingly.
- Target informed candidates such as those on Glassdoor.

Candidates from Glassdoor are 2x more likely to be hired and have 30% higher retention rates.

Nurture diversity candidates to broaden candidate pool:
- Include diverse employees in employee stories such as videos, blogs and social media.
- Engage with women and minority career networks in relevant fields.
- Address bias in the screening and interview process to give diverse candidates a fair chance.

Target both early-career & late-career candidates:
- Practice age-blind recruiting.
- Mention growth opportunities in job descriptions and on your careers page.
- Include photos of employees of all ages on your careers page and Glassdoor profile.