



## 3 REAL RECRUITING TACTICS FOR ATTRACTING GEN Z CANDIDATES

Generation Z is ready to work... but are they ready to work for you? This generation follows Millennials and includes people who are ready for internships, apprenticeships, part-time positions and full-time positions. They're your next recruiting target! Take a look at key insights from a major Gen Z report about what Gen Z cares about, how to connect with them and what influences their decision-making. We did all of the digging and pulled out the information you need for your Gen Z recruiting strategy. Then we paired it with actionable tactics your team can implement to encourage them to apply and engage in your hiring process.

### Tactic #1: Speak to Their Inherent Desires

72% of Gen Z say they want to start a business someday. Whether they fulfill that desire or not, the inherent need to work independently, set their own schedule, rely on their own resources and grit can be used to your recruiting advantage.

Attracting Gen Z employees can be done by speaking to this specific characteristic within your recruitment messaging on social job ads, in the job advertisement itself and even throughout the screening process and interview. Make sure to share examples of how the role incorporates an autonomic managerial style or let the Gen Z candidate see the career trajectory towards leadership or departmental head positions. Highlighting how the employee can feel like they're running their own business within yours can give them the sense of entrepreneurial freedom they seek, but with the security of being a part of a larger operating organization.



## To Do:

For each job requisition you hope to attract Generation Z to, identify 3 ways the position relates to an entrepreneurial style of work.

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## Tactic #2: Create Engaging Videos

Videos dominate social newsfeeds (we all know a BuzzFeed Tasty video can stop you in your tracks!) They are engaging, entertaining and digestible. So why not put this to use in your recruiting initiatives? Check out YouTube for some inspiration. Problem solving videos, polls, quizzes, situational challenges are all over, and you can create your own that relate to your company's industry or specific jobs.

**Don't want to create a video?** 85% of Gen Z stated in the report they watched at least one online video in the past week to learn a new skill. Have your team put together videos that give tips on getting through your interview process or do a Skills Dive into the top qualities you look for in candidates. Throw in some humor to show you're a "fun work environment" and watch those applications rise! Just make sure the video reflects your organization's personality and culture.

## Tactic #3: Incorporate Key Messaging into Job Ads

The Gen Z report found that nearly half of Gen Z say a fun work environment (47%) and a flexible work schedule (44%) is more important to them than paid time off, promotion opportunities and job training! Use these phrases in any job advertisement (internships, part-time, full-time) to catch their attention!

- **"Flexible scheduling"** - Make sure to note that hours are flexible, so for students their schoolwork can come first, completing a degree is important to Gen Z and a flex work schedule helps them accomplish this.



- **“Fun work environment”** - Whether you agree work should be fun or not, the truth is it’s what Gen Z wants... and if you can’t give it to them, someone else will! Mention one specific thing that sets your work environment apart from the rest.
- **“Paid internships/apprenticeships/positions starting at \$X an hour”** - Put a number to it, make sure it’s competitive so they know exploring this opportunity is worth their time

## To Do:

Lead Gen Z applicants back to an engaging career portal site. A section of your careers site should be dedicated to your early career programs. Be sure to check your site to ensure your messaging is relevant and contextually placed. Try these ideas:

- **Pictures of existing or past interns working in action.** Ditch the stock photos and incorporate real photos of your interns!
- **Internship Hall of Fame!** Did someone land a job at a major company earning them a spot on your intern hall of fame? Is your VP of Marketing an intern from years past? Showcase intern success, so Gen Z can picture themselves within your company too.
- **Intern Testimonials.** Potential interns want to see and hear what they may experience or gain from joining your company as an intern. Bonus points if you can do these in video format!

Want to deepen your engagement with Gen Z candidates? Explore what **Oleeo ATS** and **Oleeo CRM** can do for you.