fountain



Strategies for High Volume Hiring

Building and executing a high volume hiring strategy for hourly workers requires precise planning and organization. Factors like labor shortages and digital transformation can exacerbate the fierce competition for an already limited pool of workers. With hundreds of companies vying for the attention of these hourly applicants, hiring managers need to get creative when it comes to sourcing their workers.

To help ease this pain and stand out among a sea of hourly jobs, we've put together a comprehensive list of strategies to take your high volume hiring approaches from adequate to amazing.

SOURCING

- **Source candidates** on social media (*not LinkedIn*), where your potential workforce spends a lot of their time.
- Ask existing workers to **share job postings** to their own accounts (if they're comfortable doing so)—what's better than working with friends?
- Consider enacting a **social recruitment strategy** using emerging platforms like TikTok and Snapchat to connect with the Gen Z workforce.
- **Lean on your marketing team** for help with social media recruitment.

COMMUNICATION

- Use a hiring platform that facilitates **seamless communication** for both hiring managers and candidates.
- Ask candidates how they wish to be contacted (e.g., email, SMS) and use this communication channel to **update them about the hiring process**.
- Show candidates you want them to succeed by **providing pre-interview materials** to help them put their best foot forward.



INCENTIVES

- Offer a referral bonus. **Reward existing workers** for posting job opportunities to their personal social media accounts with gift cards, swag, or special perks.
- **Offer a signing bonus**. Signing bonuses are heavily debated, but they're a proven way to entice candidates who might be deciding between two companies.

WORKPLACE CULTURE

- **Highlight possible career paths** within your organization. While some candidates consider hourly roles a stepping stone, others might be invested in climbing the management ladder. Make it clear what the path to leadership looks like.
- **Promote safety in the workplace** to continue to prioritize the health of your workers post-pandemic.

Fill Hourly Job Positions Faster with Fountain

These tactics are great ways to enhance existing hiring strategies, but when competing with hundreds of other companies hiring for hourly roles, they'll only get you so far if you can't be FAST. An ATS that prioritizes speed and efficiency will help you fill positions faster, allowing you to invest resources in other recruiting areas.

To learn how Fountain can help you exceed your hiring goals, request a demo and chat with our team today.