

# A GUIDE TO MILLENNIAL RECRUITING



Millennial = a person reaching young adulthood in the early 21st century.

noun: **millennial**; plural noun: **millennials**

*The industry brims with theories on what makes millennials tick.*

Goldman Sachs reports that “One of the largest generations in history is about to move into its prime spending years. Millennials are poised to reshape the economy; their unique experiences will change the ways we buy and sell, forcing companies to examine how they do business for decades to come.”

With unique career preferences and heaps of ambition, Millennials are a group of individuals that recruiters in particular need to learn to understand. Referring to professionals that reached adulthood in the early 21st century, it has been predicted that by 2025, 75% of the UK workforce will be made up of Millennials. With a unique set of characteristics, recruiters across the country are starting to change the way they attract and aim to retain this generation of intellectuals, with we at Zoho Recruit excited to support agencies and HRs during this time of change. Here we have created a guide to recruiting Millennials, detailing the ways in which recruiters can make better recruitment matches when working with young professionals.

# THE CHARACTERISTICS OF THE MILLENNIAL

At present, we are seeing an increased number of young people travelling for work. This willingness to step outside of your comfort zone and explore different geographic locations is one of the key characteristics of the Millennial; unnerved by new surroundings and alien situations.

A recent survey showed that 83% of Millennials are willing to relocate for the right job that provides them with a higher salary or better advancement opportunities, meaning retaining Millennials can be rather difficult. Also, by the age of 30, Millennials will have had twice as many jobs as workers from previous generations, being constantly driven to reach their career goals. This forever-on-the-move quality can be hard to manage as a recruiter, needing to find the right people for the right jobs to ensure attractive levels of staff retention.

Always looking for new ways to accelerate their career, Millennials are as a whole technologically-minded, hard-working people, understanding their value within the workplace. These are qualities that should always be kept in mind when recruiting for Millennials.

# HOW TO ATTRACT THE MILLENNIAL

Though we all seek great salaries, flexibility and a happy working environment, the Millennial is certainly more instant of such qualities. Unlikely to agree with the idiom 'a job's a job', such individuals are attracted by the following.

**Stability** - 88% of Millennials place company stability as a top priority when considering a career move, meaning recruiters may face trouble recruiting for start-ups. While new, innovative businesses used to be the graduate dream, this is no longer the case, with Millennials very much thinking about their career paths and how they will fit into a business 1, 2 or even 10 years down the line.

**Financial security** – Growing up in a time of financial and political uncertainty, security sits at the forefront of the Millennial's mind when making career decisions. As a result, contract features such as annual pay rises and pension packages are becoming more and more in demand by employers, wanting to feel secure and comforted with regards to where their job is heading.

**Creative working environments** – Though young adults are thought to be quite solitary characters, research shows that 74% of Millennials prefer to work in a collaborative manner, thriving from learning new ideas from a plethora of people from a range of professional backgrounds. Adopting such a policy can be beneficial for company morale as a whole, giving different people and departments an insight into where the company is heading as a whole.

Development – Estimated to make three to four career moves in their 20s, Millennials value businesses that wish to invest in them as an individual. With an admirable selfishness, Millennials place progression and development as important factors when job seeking.

Focus on your employer branding - As very switched-on individuals, Millennials certainly do their digging before applying and accepting jobs, heading straight to social media to acquire information such as customer reviews and company culture. For this reason, businesses need to be celebrating their achievements and values throughout their social pages. With 60% of Millennials claiming to admire companies with a sense of purpose, ensure your company ethos is celebrated across the internet.

Use social media – Constantly using social media to level up their career, the average age of people using social media platforms such as LinkedIn for job-hunting has decreased. Seeking job opportunities even before graduation, young professionals are digitally-savvy, forming and airing a great deal of their opinions online. From targeted Facebook adverts to creating engaging graphics that paint the company in the best light; social media gives you access to Millennials in their masses. A recent post on Forbes.com revealed that 86% of workers who are in their first decade of employment use social media to search for job opportunities; highlighting just how vital social media can be as a recruitment tool.

# HOW TO RETAIN THE MILLENNIAL

Though the way we now need to attract new talent has altered, the way we retain such professionals is arguably more important. Displaying no qualms to up sticks and move for a new job opportunity, employers are finding it increasingly hard to keep Millennials within their business; an eventuality that costs businesses a considerable amount of time and money. Here are just a few ways in which you can retain Millennials, we hope they help!

**Growth** – Knowing that they need to get as much experience from their role as possible, Millennials tend to stick around for jobs that encourage their professional growth, looking at a position as a starting point for their development. For this reason, 60% of Millennials place growth opportunities as the most important job perk.

**Feedback** – Transparency is key within modern recruiting, with young employees hungry for feedback to ensure they are heading in the right direction with regards to their career paths. Taking their career seriously, frequent feedback from managers and peers in real-time can be really attractive to Millennials.

**On-boarding processes** – Though attracting the right Millennials is a task in itself, ensuring that they are well nurtured during those initial weeks are imperative. With the majority of employees knowing whether or not they are going to stay with a business in the first two weeks, building an effective on-boarding process is highly advised.

**Being the launchpad for a great career, a successful training program will provide the following outcomes:**

- Integrate the new starter into the team
- Provide the employee with the objectives of their role
- Map out the ways in which the Millennial can progress
- Outline the business vision

Work-life balance – While the saying 'work hard, play hard', seems pretty unobtainable due to work demands, for Millennials work-life balance is very important. According to a recent survey, 57% of Millennials claimed that they would leave a job that doesn't provide an attractive work-life balance. A hefty 38% also said that they would consider moving countries for a better work-life balance. From flexi-time contracts and working from home options, to early Friday finishes and staff incentives, there are many ways in which as a company you can ensure a great work-life balance for your employees.

Empowerment - Again, relating back to growth, Millennials are displaying a want to evolve into leaders, wishing for their career path to put them in a position where they can empower others. Therefore, if you wish to retain a certain employee, why not give them a chance to run their own team, monitoring how they handle responsibility and steer your business. With 72% of Millennials striving to become their own boss, managing such individuals needs to be achieved in a mentoring style, with the 'us and them' culture really not working for the modern professional.

# HOW CAN ZOHO RECRUIT HELP?

If you are an agency looking to streamline the way in which you attract Millennials, then be sure that we at Zoho Recruit can help. Having been offering software to staffing agencies and HRs for many years, we are driven to stay ahead of the tech curve, constantly coming up with new ideas and products to enhance the modern world of recruiting.

Providing a full circle solution for businesses internationally, using Zoho Recruit will help you find better candidates, bring in your entire team on-board and make informed and data-driven decisions.

## **Broken down into six categories, our services cover:**

- Sales and marketing
- Email and Collaboration
- IT and helpdesk
- Finance
- HR

So, whether you are a recruitment start-up seeking software support or an established business looking to breathe new life into your business through technology, be sure that we at Zoho Recruit can help. With a relentless devotion for customer satisfaction, here at Zoho Recruit we employ over 5,000 people, having the resources to invest in R&D and customer support; two strong pillars of our organisation.



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