

ATTRACTING CYBER TALENT

*How to leverage your agency's mission to deliver
a powerful recruiting experience*

SHARE YOUR AGENCY'S EMPLOYER BRAND ...

Every agency has an employer brand — what it's like to actually work for the agency. Many organizations "may not know they have an employer brand, but they do," says Cathy Taylor, a recruitment marketing consultant in Aurora, Illinois.

The image of your agency as an employer of choice can be defined by many factors: old-fashioned print help-wanted ads, a sophisticated all-media campaign, or even random rants on social media. Take an active step by telling people who visit your career site about your agency's mission and why it matters. Talk about how their role within your agency will matter.

The aspects that contribute to your agency's employer brand extend to the position descriptions you write, because your job candidates will read them. Talk about what might motivate them — learning, collaboration, and recognition, for example.

... AND MAKE IT FAST

First impressions are important and they can be defined in a matter of seconds. On the first visit to your career website, job seekers are simply scanning and, unfortunately, that visit only lasts a few brief seconds.

"FIRST IMPRESSIONS IN THE HIRING PROCESS HAPPEN LONG BEFORE THE FIRST PHONE CALL OR INTERVIEW,"

says Ron Piccolo, a professor of management at the Rollins College Crummer Graduate School of Business.

UNDERSTAND WHAT MOTIVATES YOUR NEXT CYBER HIRE — THEY'RE PROBABLY MILLENNIAL OR GEN-Z

Millennials now represent a large share of the labor market today and will dominate the labor market for the next 10-15 years. There's one thing that study after study concludes — for this group of digital natives, purpose matters.

Currently, 93 percent of cybersecurity openings are classified as entry level, which means that Millennials and Gen-Z are going to be your target audience.

Here are some of the questions these candidates are looking to answer when they arrive at your career site:

- Do we share the same values?
- Why should I get excited about working for your agency?
- What does it mean to be a part of a team inside your agency?
- Is career development part of your culture?
- What is your agency culture?
- Will I get to use my skills right away?

This is also a highly social generation that values diversity and collaboration. Find some of your most productive and engaged employees and ask them why they come to work every day. Those answers may surprise you. The responses contain great information to use as you develop and extend your employer brand.

EXTEND YOUR EMPLOYER BRAND WITH SOCIAL MEDIA PLATFORMS

The notion of "post and pray" died years ago. It is more important than ever to proactively recruit cyber talent. While they tend to fly under the recruiting radar, they can be collaborative and connected, which makes social media, specifically social job ads, an ideal platform to reach this group and get them to notice your unique employer brand. There are even technology platforms that scan the internet and build profiles of candidates that you can then invite to apply for your open positions.

Key Takeaways

- Your agency's mission gives a great sense of purpose to so many cyber professionals today.
- Authenticity, transparency, and a clear sense of purpose will cut across generational lines.
- Understand generational perspectives in order to fine-tune your employment value proposition.
- Be proactive to find cyber professionals who may not be looking for their next gig.