



Creative Recruitment: How to Hire the Best Creative Talent



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Introduction



Thanks for downloading
this free ebook.

In this in-depth guide, we'll explore the world of creative recruitment and offer tips and advice on how to hire the best creative talent for your business.

From understanding the unique needs of creative professionals to streamlining your hiring process, we'll provide you with the insights and strategies you need to build a team of top-notch creative talent.

We hope you find it to be useful and helpful in improving your creative recruitment process.

About Digitalent

Digitalent is a recruitment agency specialising in technology and creative recruitment. We connect exciting candidates with forward-thinking organisations looking to hire the best tech and creative talent in the world. Our mission is to give our customers (both companies and candidates) the best recruitment experience possible.

We do that by living our values:



Communicate Openly

Transparency is key to a good relationship. We're invested in people, sharing honest feedback and information regardless of the outcome.



Collaboration Over Competition

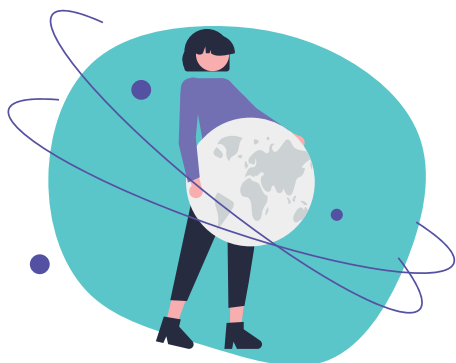
Teamwork makes the dream work, as they say. We communicate openly on roles, candidates and information, unlike other recruitment agencies where recruiters often work in isolation.



Play as a Team

We love the satisfaction of getting the job done. We provide solutions rather than problems, constantly working as a team to achieve our goals.

About Digitalent



Recruit From Anywhere

Our people flourish in an environment that's their own. Trust underpins everything, allowing us to do what we do best without restrictions.



Focus On The Customer

Our customers are both our clients and our candidates and they are at the heart of everything we do. We don't do what's best for us, we do what's best for you.



Do The Right Thing

We surround ourselves with people who have the integrity to do the right thing even when no-one's watching. We choose the hard right over the easy wrong.

1. An Introduction to Creative Recruitment



Creative recruitment is the process of hiring individuals with a unique skill set and a creative mindset. This type of recruitment focuses on finding talented individuals who can bring fresh ideas and innovative solutions to the table. In today's fast-paced and constantly evolving business landscape, hiring creative talent is more important than ever before.

Creative professionals are experts in their field and possess a unique combination of technical expertise and creative flair. They bring a fresh perspective to your team and can help you stay ahead of the competition by offering new and innovative solutions. Whether you are looking to hire product designers, writers, marketers, graphic designers, UX specialists, or other creative professionals, a strategic and thoughtful approach to recruitment can help you build a team of talented individuals who will take your business to the next level.

2. Identifying Your Hiring Needs

Before you start recruiting creative talent, it's important to identify your hiring needs. This involves understanding your company's culture and values, defining the role and responsibilities, and identifying the necessary skills and experience required for the position.

Here are some tips to help you get started.

Understanding Your Company's Culture and Values

Every company has a unique culture and set of values that define its identity and guide its operations. Understanding your company's culture and values is crucial when hiring creative talent. You need to find individuals who not only possess the necessary skills and experience but also align with your company's values and can fit in with your team.

Defining the Role and Responsibilities

To attract the right candidates, you need to have a clear and detailed job description that outlines the role and responsibilities of the position. This helps candidates understand what is expected of them and whether they have the necessary skills and experience to excel in the role.

Identifying Necessary Skills and Experience

Identifying the necessary skills and experience required for the position is critical to finding the right candidate. This involves understanding the technical skills and experience required for the role, as well as any soft skills or attributes that are necessary for success.

By taking the time to identify your hiring needs, you can create a clear and focused recruitment strategy that attracts the right candidates for the position. This helps ensure that you are not only finding the best talent for the job but also building a team that aligns with your company's culture and values.

3. Attracting Creative Talent

Once you have identified your hiring needs, the next step is to attract creative talent to your company. This involves crafting a compelling job description, creating a strong employer brand, using social media and other channels to reach candidates, and offering competitive compensation and benefits. Here are some tips to help you attract the best creative talent:

Crafting a Compelling Job Description

Your job description is the first impression candidates have of your company and the position. A well-crafted job description should be clear, concise, and compelling. It should outline the role and responsibilities, required skills and experience, and the benefits of working for your company.

Using Social Media and Other Channels to Reach Candidates

Social media and other channels can be effective ways to reach potential candidates. Platforms like LinkedIn, Twitter, and Facebook can help you connect with a large pool of candidates and promote your job openings.

You can also attend job fairs, industry events, and other networking opportunities to connect with potential candidates.

Offering Competitive Compensation and Benefits

Offering competitive compensation and benefits is essential when attracting top creative talent. This includes offering fair salaries, comprehensive benefits packages, and perks like flexible schedules or remote work options.

By taking a strategic approach to attracting creative talent, you can build a strong pipeline of candidates and attract the best talent to your company. This helps ensure that you are not only finding individuals with the necessary skills and experience but also building a team of creative professionals who are excited to work for your company.

To really attract the best talent, though, you need to go a step or two further. Here's how you can innovate to reach the best of the best.

Build a Strong Employer Brand

A compelling employer brand sets your company apart and makes it an attractive destination for creative professionals. It showcases your organisation's culture, values, and unique offerings, giving potential candidates a glimpse into what it's like to work with you. This not only attracts top talent but also helps retain and engage existing employees. The stats speak for themselves: 50% of candidates say they wouldn't work for a company with a bad reputation, even if it meant a pay rise. Meanwhile, companies with a strong employer brand tend to recruit more efficiently, experiencing a 43% decrease in the cost per hire.

How can you build a strong brand? Try these tips:

- **Showcase Company Culture and Values:** Clearly communicate your company's vision, mission, and core values. Highlight initiatives, projects, and collaborations that exemplify your creative and innovative culture.
- **Employee Benefits and Perks:** Promote the benefits and perks that make your organisation an exceptional place to work. This can include flexible work arrangements, professional development opportunities, wellness programs, or unique employee incentives.
- **Share Success Stories:** Spotlight success stories of your employees and their creative achievements. Celebrate their contributions and showcase how your company fosters an environment where creativity thrives.

By building a strong employer brand, you position your company as an employer of choice for creative talent. It helps you attract individuals who resonate with your values and are passionate about making a meaningful impact through their work.

A robust employer brand enhances your talent acquisition efforts and contributes to your organisation's overall growth and success.

Navigate the Competitive Landscape

The creative industry is known for its competitive nature, making recruitment a challenge. Here's how you can differentiate your company and stand out to top creative talent:

- **Understand the Industry Landscape:** Familiarise yourself with the current trends, technologies, and creative approaches in your industry. Stay up to date with the latest innovations and developments to showcase your company's relevance and forward-thinking mindset.
- **Cultivate a Unique Company Culture:** Develop a distinct company culture that reflects your values, fosters creativity, and encourages collaboration. Highlight your inclusive and supportive environment, where creative individuals can thrive and unleash their full potential.
- **Offer Exciting and Meaningful Projects:** Showcase the exciting and impactful projects your company is involved in. Demonstrate the opportunities for creative expression, innovation, and personal growth that top talent can experience by joining your team.
- **Provide Growth and Development Opportunities:** Outline the career growth prospects and professional development opportunities available within your company. Highlight mentorship programs, training initiatives, and the chance to work with industry experts that can nurture and enhance their creative skills.
- **Emphasise Work-Life Balance:** The creative industry often demands long hours and intense workloads. Differentiate your company by prioritising work-life balance initiatives, flexible scheduling, and a supportive approach to employee well-being.

By differentiating your company and showcasing its unique attributes, you can attract and retain top creative talent. Position your organisation as an employer that understands and values the aspirations, passions, and creative drive of individuals, creating an appealing proposition in the competitive landscape of the creative industry.

Create a Positive Candidate Experience

A positive candidate experience is instrumental in attracting and retaining top talent. That's because it leaves a lasting impression and enhances your employer brand. It demonstrates your company's values, professionalism, and respect for candidates, influencing their decision to join your organisation.

Moreover, even candidates who are not selected can become brand advocates and potential future hires if they have had a positive experience.

Here are some tips for creating a positive candidate experience:

- **Clear and Timely Communication:** Provide prompt and transparent communication throughout the hiring process. Keep candidates informed about their status, timeline, and next steps. Respond to their queries promptly, demonstrating respect for their time and interest.
- **Transparency:** Clearly outline the hiring process and expectations from the beginning. Provide insights into the evaluation criteria, interview stages, and potential timelines. This transparency builds trust and reduces candidate anxiety.
- **Personalised Engagement:** Tailor your interactions to each candidate. Personalise emails, interview discussions, and follow-ups. Show genuine interest in their skills, experiences, and aspirations. This personalised approach makes candidates feel valued and appreciated.

By prioritising a positive candidate experience, you create a competitive advantage, attracting top talent and establishing a reputation as an employer of choice. Remember, candidates' experiences shape their perceptions of your company, and even unsuccessful candidates can have a positive influence on your employer brand through word-of-mouth referrals and future opportunities.

Leverage Social Media and Other Platforms

Social media and other platforms play a significant role in attracting and hiring creative talent. Here's how you can effectively leverage them:

- **Showcasing Your Company:** Use social media platforms such as LinkedIn, Instagram, and Twitter to highlight your company's culture, projects, and achievements. Share visually appealing content, behind-the-scenes glimpses, and success stories that resonate with creative professionals.
- **Engaging with the Creative Community:** Engage with the creative community by participating in relevant online forums, groups, and discussions. Share industry insights, provide valuable content, and actively interact with potential candidates. Building relationships and establishing your presence in these communities can help attract top talent.
- **Personalised Messaging:** Tailor your messaging to suit each platform. Craft compelling job postings that capture attention and clearly articulate the unique opportunities and benefits of joining your company. Use storytelling techniques and visual elements to create engaging content that speaks to the aspirations and interests of creative talent.

- **Employee Advocacy:** Encourage your employees to be brand advocates on social media. Encourage them to share their experiences, projects, and achievements, showcasing the positive aspects of working for your company. Employee testimonials and authentic stories have a powerful impact on attracting top talent.
- **Use Professional Networks:** Leverage professional networking platforms like LinkedIn to proactively connect with talented individuals and build relationships. Engage in thoughtful conversations, offer insights, and share industry news to establish yourself as a thought leader and attract potential candidates.

By effectively leveraging social media and other platforms, you can reach a wider audience of creative professionals, showcase your company's strengths, and engage with top talent. Be authentic, creative, and responsive in your approach to leave a lasting impression and position your company as an attractive destination for creative individuals.

Offering Competitive Compensation and Benefits

Competitive compensation and benefits are crucial for attracting and retaining top creative talent. They demonstrate that your company values and appreciates the skills and contributions of creative professionals.

According to a study by Glassdoor, 67% of job seekers consider salary and compensation the most critical factor when evaluating job offers. Offering attractive benefits and perks not only attracts talent but also promotes employee satisfaction and retention.

Try the following approaches:

- **Market Research:** Conduct thorough market research to ensure your compensation packages align with industry standards. Keep track of salary trends, benefits offered by competitors, and emerging industry norms.
- **Flexibility:** Offer flexible work arrangements, such as remote work options or flexible hours, to accommodate the unique needs and preferences of creative professionals.
- **Opportunities for Career Advancement:** Provide clear paths for career growth and development. Establish mentoring programs, offer training opportunities, and create a supportive environment that nurtures professional advancement.

By offering competitive compensation and benefits, you demonstrate your commitment to attracting and retaining top creative talent. A comprehensive package that aligns with market standards, provides flexibility, and offers opportunities for career advancement enhances your employer brand and increases your chances of attracting and retaining highly skilled individuals.

4. Screening and Interviewing Candidates

Once you have attracted a pool of candidates, the next step is to screen and interview them to find the best fit for your company. This involves reviewing CVs and portfolios, conducting effective interviews, and assessing cultural fit. Here are some tips to help you screen and interview creative talent effectively:

Reviewing CVs and Portfolios

When reviewing CVs and portfolios, look for relevant experience, skills, and creativity. Pay attention to how candidates present their work and how well it aligns with your company's needs. Consider using an applicant tracking system (ATS) to help you organise and filter through CVs.

Conducting Effective Interviews

Conducting effective interviews is essential to assess candidates' suitability for the role. Prepare a list of questions that assess the candidate's experience, skills, and problem-solving abilities. Consider using behavioural interviewing techniques to better understand how the candidate has handled situations in the past.

Assessing Cultural Fit

Assessing cultural fit is important to ensure the candidate is a good fit for your company's culture and values. Consider asking questions that assess the candidate's work style, communication style, and values. You can also ask questions about how the candidate has handled conflict and how they approach problem-solving.

By taking a strategic approach to screening and interviewing creative talent, you can ensure that you are selecting the right candidates for your company. This helps ensure that you are building a team of creative professionals who not only have the necessary skills and experience but also fit in well with your company culture.

5. Selecting and Hiring Creative Talent

Once you have screened and interviewed candidates, the next step is to select and hire the best fit for your company. This involves making an offer, conducting background checks and verifying references, and onboarding and orientation.

Here are some tips to help you select and hire creative talent effectively:

Making the Offer

Once you have identified the best fit for your company, it's time to make an offer. This includes negotiating salary, benefits, and start date. Be sure to communicate the offer clearly and professionally and give the candidate time to consider the offer.

Conducting Background Checks and Verifying References

Before finalising the hiring process, it's important to conduct background checks and verify references. This helps ensure that the candidate has the necessary qualifications and experience and is a good fit for your company. Be sure to follow legal guidelines when conducting background checks and verifying references.

Onboarding and Orientation

Onboarding and orientation are essential to help new hires feel welcomed and integrated into your company. Consider providing an orientation package that includes an introduction to the company culture, values, and policies. Provide ongoing support and training to help new hires adjust to their roles and feel valued.

By taking a strategic approach to selecting and hiring creative talent, you can ensure that you are hiring the right candidates for your company. This helps ensure that you are building a team of creative professionals who not only have the necessary skills and experience but also fit in well with your company culture.

6. Retaining Creative Talent

Once you have hired creative talent, it's important to retain them to ensure the success of your company. Retaining creative talent involves providing opportunities for growth and development, encouraging work-life balance, fostering a positive work environment, and offering competitive compensation and benefits. Here are some tips to help you retain creative talent effectively:

Providing Opportunities for Growth and Development

Creative professionals want to feel challenged and have opportunities for growth and development. Consider providing training, mentoring, and career development opportunities to help them grow and develop in their roles.

Encouraging Work-Life Balance

Work-life balance is essential for creative professionals to maintain their passion and creativity. Consider offering flexible work arrangements, such as remote work or flexible hours, to help them balance their work and personal life.

Fostering a Positive Work Environment

A positive work environment is essential for creative professionals to thrive. Encourage open communication, collaboration, and a positive attitude to create a supportive and productive work environment.

Offering Competitive Compensation and Benefits

Creative professionals value their work and want to be fairly compensated for their skills and experience. Consider offering competitive compensation and benefits to attract and retain top talent.

By focusing on retaining creative talent, you can build a strong and successful team of creative professionals. This helps ensure that your company stays ahead of the competition and continues to grow and succeed.

7. Final Thoughts

Recruiting creative talent can be a challenging task, but by following these key steps, you can streamline the process and find the best candidates for your team.

Remember to identify your hiring needs, attract creative talent with a compelling job description and strong employer brand, screen and interview candidates effectively, select and hire the best talent, and retain your creative team by providing growth opportunities, work-life balance, a positive work environment, and competitive compensation and benefits.

“ As a hiring manager, by using Digitalent I have removed all pain points from the recruitment process and can now focus on what matters most: meeting great candidates. I know that everyone Digitalent has spoken to will be screened, have an understanding of the role itself, and are aware of our business and culture before they meet me. This makes interviews much more productive, and I find the conversion rate better than with any other agency I have used. ”



Adam Thomas - Head of Continuous Delivery for PA Media Group



Creative Recruitment Support From The Experts

At Digitalent, we understand the unique needs of creative talent and can help you find the right candidates for your team. Contact us today to learn more about our creative recruitment services.

We've helped countless businesses improve their recruitment processes and cut their time to hire - and we'd love to do the same for you.

Get in touch today and let's build a brighter future together.

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