

Guidelines on recruiting specialists

Measure 1: rethinking recruitment

With a modern recruitment policy, you increase your chances of recruiting specialists for your company. A change of perspective helps where this is concerned: Companies now apply to talented potential employees – and not the other way around.

Tips:

- Reduce unnecessary hurdles and rely on appreciative personal communication. Applicants should not feel that they have to “prove themselves”, but that they are welcome as equals.
- Establish a quick and easy application process.
- Maintain a presence where your target groups are. Is it online, on social media, on job and career portals such as LinkedIn, or offline at trade fairs and events?
- Try out various approaches to modernize your recruitment policy, such as speed dating formats for applications, employee referral programmes, professional support from headhunters, commissions for employees, cooperation with universities or dialogue with business establishments abroad. Establishing alliances can also be a solution: with joint initiatives of several companies, it is easier to get the attention of the target group.
- Implement a Talent Relationship Management policy. This will help you to establish and maintain contact with qualified candidates so that you can recruit qualified and talented workers more quickly if required. You can draw directly on your talent pool for open job vacancies.
→ [Find out more about Talent Relationship Management at PostFinance](#)

Measure 2: Expanding the pool of applicants

When searching for specialists, expand the pool and explore new avenues to tap into untapped potential.

- **Hiring older people:** older specialists often offer invaluable added value for companies thanks to their professional experience, specialist knowledge and established networks. Even if they may be a

little more expensive where social security is concerned, it's worth taking a closer look instead of rashly setting aside applications from older candidates. How can they enrich your team? There are also employees who would like to continue working after retirement. Offer them flexible and customized solutions. Perhaps they prefer part-time work or a gradual reduction in working hours?

- **Encouraging a return to work:** returnees to the labour market, for example after family leave, bring valuable skills to the table. A family-friendly working environment is an important key to supporting a return to work and professional development. Flexible working time models, part-time options and hybrid forms of work create the leeway required to better reconcile work and family life. For example, ask yourself: what are we doing to appeal to people returning to work? Which working time and reintegration models can we offer? What is the specific policy for providing personal support and induction training for people returning to work? Are our job advertisements and job descriptions worded in such a way that people returning to work feel addressed? etc.
→ [Go to the article “Family-friendly working conditions”](#)
- **Supporting reintegration after an illness or accident:** if people are absent from work for a long period for health reasons, whether due to illness or an accident, there is a risk that they will leave the labour market completely. With integration management, you can help employees to return to their everyday working lives, as soon as they are willing or able to do so. This, too, is an opportunity to gain valuable expertise. Successful reintegration requires the cooperation of the employer, the employee, the disability insurance (DI) and the regional employment center (RAV).
- **Attracting skilled workers from abroad**
Looking beyond national borders can be another measure to combat the shortage of skilled workers. However, legal restrictions must be observed in this regard. Support new employees from abroad with onboarding. Language courses, cultural integration services and team events can help to integrate new colleagues into the corporate culture more quickly and to create a sense of belonging.

- **Offshoring or nearshoring**

By offshoring or nearshoring, companies can access a larger pool of qualified professionals without bearing the costs and challenges of hiring and training new employees on site.

With offshoring, companies engage the services of specialists in distant countries, often on other continents; with nearshoring, they engage the services of external employees or teams in neighbouring or nearby countries.

→ [Find out more in the article “Countering the shortage of IT specialists with nearshoring”](#)

- **Relying on your own employees**

Don't forget to rely on your own employees and keep an eye out internally for talented employees that you can make fit for specific positions by boosting qualifications in a targeted manner. This will help you attract the right talented employees for your company and retain them in the long term.

Measure 3: Providing incentives for professionals

The chance of attracting qualified staff increases with a package of attractive fringe benefits. The question companies need to ask themselves is: how convincing is our offer for potential new employees?

Possible levers include:

- Financial incentives such as salary, pension plans, bonus, etc.
- Working conditions such as flexible working hours, options for working from home, family-friendly conditions, etc.
- Appreciative corporate and management culture
- Salary transparency for fair remuneration

→ [Go to the article “Greater clarity on the job market – pay transparency at PostFinance”](#)

Measure 4: Intensifying basic and further training programmes

Another measure is to train (more) apprentices and support employees with further training and retraining, either financially or with in-house programmes.

Measure 5: strengthening employer branding

Position yourself as an attractive employer to become more appealing to specialists. Employer branding, which is essentially about conveying a distinctive and authentic image as an employer, contributes to this. A successful employer brand begins with clear positioning. Ask yourself:

- Which vision and values shape our company?
- What makes us unique compared to our competitors?
- What strengths and development opportunities do we offer our employees?

Strong employer branding is not superficial image building, but is based on a credible corporate culture. So get feedback from your existing employees: what do they appreciate about their workplace? Which aspects could be improved? An honest assessment of the workforce is a valuable tool for raising your employer profile.

Measure 6: reviewing digitization steps

Thanks to digitization, you can increase your company's efficiency, automate processes and make collaboration easier. This can help to reduce the need for labour and to deploy existing staff more effectively.

Measure 7: retaining specialists in the long term

To retain specialists in the long term, you should give them prospects. However, professional development does not necessarily mean a new position – it can also be achieved by taking on new projects, changing departments to broaden the range of experience, taking on greater responsibility within the team or supporting and encouraging young talented employees. Supporting further training geared towards acquiring new skills can also help to retain skilled workers.