

15

STRATEGIES TO ATTRACT REMOTE CANDIDATES



IDEABOOK



Learn how your company can attract remote or virtual candidates by communicating a dedication to remote or relocation work for employees.



Rally™ Recruitment Marketing



Employers in every industry of every size are facing a talent shortage. But how are talent acquisition teams confronting and overcoming this challenge? Many are offering more remote work opportunities, and some are also expanding the geographic reach of their recruiting efforts to get their companies in front of right-fit candidates in other locations. Widening your search and criteria not only helps you attract top talent, but it can also help you retain current employees.




As a practitioner, how can you support this type of strategy from a Recruitment Marketing perspective? It starts with opening your talent pool to candidates who want to work remotely or who live in another geographic region but are willing to relocate. Once you've made that decision, you then need to make sure you're communicating - and marketing - your flexible options to the right candidates.

This Rally Ideabook will show you 15 ways you can use content to effectively market your company's remote and relocation opportunities. We'll also share more about what's driving candidates to seek remote or relocation options as

their next career step, and the benefits that your organization can gain from widening your candidate reach.

This Ideabook is designed for all Recruitment Marketing levels, and should take you about 12 minutes to read. So let's go!

What you'll learn:

-  Beginners - Why candidates are increasingly exploring positions that involve remote work or relocation
-  Professionals - A checklist to use when creating a Recruitment Marketing plan for communicating your remote and relocation roles
-  Experts - How you can use remote and relocation roles to not only attract but also retain top talent your own employer brand strategy following examples from leading employers

Skills Developed:

- Communications Strategy
- Recruitment Marketing
- Employer Branding

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This Rally ideabook will help you create a successful strategy for attracting top talent interested in remote or relocation opportunities. Here's what's inside:

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Summary

Let's get started!





➤ Introduction:

Why Remote and Virtual Workers?

We say why not! Candidates increasingly want the option to work remotely or relocate for a job. Just take a look at the data.

The [Global State of Remote Work report](#) from Owl Labs found that 18% of employees work remotely full-time. Better productivity is the top reason why these employees prefer flexible work options. The report also found that remote employees are 24% more likely to feel happy and productive in their roles.

By providing remote opportunities, you can develop a skilled talent pool and can retain valuable, satisfied employees.

Relocation is another option that holds appeal for many candidates. The Muse, which provides skill-building and job-finding resources for more than 75 million people, revealed in its [2018 User Survey](#) that 89% of candidates would consider relocating to a new region for the right company and role. More than a third of "Next Gen" candidates look for jobs outside of their current area, and more than half search specifically

outside of their current region.

As an employer, you could be missing out on many qualified candidates by limiting your search to just within your geographic region. They may be virtual right now, but they could become a valuable in-house employee for the right-fit role. Also, even if a job seeker is not open to relocating, they could make a great remote employee.

3 Strategies to Attract Remote and Virtual Candidates:

1. Bring talent to you: Expand your candidate reach by opening up your search to attract talent that is willing to relocate.
2. Hire candidates where they are: Offer remote roles so that you can hire valuable candidates who aren't located in your specific region.
3. Give current employees a remote option: Provide remote opportunities for employees so that you can retain valuable talent.



Your Remote/Virtual Job Marketing Plan Checklist:

This checklist can help you ensure you're effectively marketing and reaching the right candidates for remote or relocation positions:

Job descriptions

- ❑ Clearly list where the role is located and specify that candidates who are willing to relocate are encouraged to apply, or that the position can be remote. Include any and all relevant details on your relocation or remote work policies.

Job advertising

- ❑ Know which advertising channels are best for reaching virtual or remote candidates. Many job boards are searchable by relocation and remote options, but cover your bases by including "Remote" or "Willing to relocate" in the title and/or first few sentences of your descriptions.

Employer Value Proposition (EVP)

- ❑ Make sure your EVP is inclusive of remote and virtual workers so that any potential remote employees know they will feel like part of the team and get the support they need. Include details of your EVP both in the job posting and on your website.

Content

- ❑ Include stories from employees who relocated or work remotely for your company in your recruitment marketing materials to demonstrate why and how those workers are important to your organization as a whole.

Paid digital and social

- ❑ Know the best locations for promoting your message. Many platforms allow you to target candidates who are looking for remote jobs or relocation opportunities within specific regions.

Employer profiles

- ❑ Put remote or relocation options front and center on your employer profile. This will help you to clearly communicate the benefits of your remote and relocation positions.

15 CONTENT EXAMPLES FOR MARKETING REMOTE OR RELOCATION JOBS



➤ Atlassian

Software development company **Atlassian**, which produces software products Jira, Confluence, and Trello for developers and project managers, is seeing significant hiring growth in offices around the globe. Data & Analytics, Software Development & Design, and Product Management are some of the top roles the company is looking to fill. Despite the organization's worldwide offices, they see the value in attracting remote workers who may not be near an Atlassian office.

1 Team Culture and Success

To attract candidates who are looking for remote roles, Atlassian's careers page includes information about their "distributed team" opportunities - in other words, roles that are not tied directly to a specific city. Directly after the section of their website that showcases Atlassian's different office locations, candidates are told that they can easily find remote roles by looking for (Remote) after the title. With this placement, Atlassian is able to quickly capture the attention of job seekers who are looking for a position that allows them to work from home, wherever that may be.

The screenshot displays the 'Locations' section of the Atlassian careers page. It features a grid of eight circular icons representing office locations: Sydney, San Francisco, Mountain View, Austin, Amsterdam, Manila, Bengaluru, and New York. Below the grid, a text block states: 'With Opsgenie joining the Atlassian family, you'll now find open roles in Ankara, Turkey & Boston, MA.' At the bottom, there is a section titled 'Looking for remote opportunities?' with a sub-heading 'Find them here.' and a blue button labeled 'Browse all jobs'. To the right of this section, there is a paragraph: 'More and more we're looking for ways to open opportunities to remote workers. While all Atlassian jobs are tagged to a specific location, you'll notice some roles will have "Remote" in the title meaning these roles are available to those who'd prefer to work remotely.'



2 Inclusivity Across Teams

Remote candidates are encouraged to apply to the company's Trello product division. As part of their [profile on The Muse](#), the Trello team has a video that highlights their "remote-first" focus, which features several virtual employees talking about their experience of being a part of this distributed team and how they collaborate with colleagues across different locations. This messaging helps make it clear to candidates that no matter where they are located, they will be fully supported in communicating and sharing with team members.

A Remote-Inclusive Culture

Going beyond being remote-friendly, the Trello team fully embraces remote working. They're intentional about treating off-site and on-site employees with equal trust and value in order to foster a connected workplace—no matter where people work. The company is deeply committed to fully supporting remote employees, as exemplified in the yearly Trello Together retreat, a group vacation designed so all employees can relax and connect with one another.



3 Inside Insight from Remote Employees

To further support Atlassian's goal of hiring more remote candidates, the company's Head of Talent Marketing Devin Rogozinski was featured in an [Employer Spotlight on The Muse](#). In his interview, Rogozinski speaks about his time at the company and how employees located around the globe are able to stay connected. As a remote employee himself, he values that Atlassian provides remote opportunities and offers tools for virtual workers to collaborate.



15 CONTENT EXAMPLES FOR MARKETING REMOTE OR RELOCATION JOBS



➤ Booking.com

Travel e-commerce company [Booking.com](#) has offices around the globe, with its headquarters located in Amsterdam. Customer Service, Business Development, and Engineering professionals are sought after to help support the travel fare aggregation service. As part of their hiring efforts, Booking.com provides relocation assistance to candidates who are willing to move to one of their offices.

4 Creating a City Spotlight

On its careers site, the company features a blog post called, [12 Places You Didn't Know Booking.com Has An Office](#). Each city features a paragraph that touts what the location has to offer, including entertainment, sight-seeing, and how many employees work in that specific office. This blog, supported by Booking.com's social promotion efforts, helps candidates learn more about the career opportunities offered around the world and can encourage talented professionals to apply for relocation.

2. Tourcoing, France



Tourcoing is a pretty French town with many parks, museums, and flea markets and cute side street restaurants like Le Chamalo, Ousha, and the Jardin Botanique de Tourcoing and Parc de la Vallée. We're hiring for Tourcoing!

[We're hiring for Tourcoing!](#)



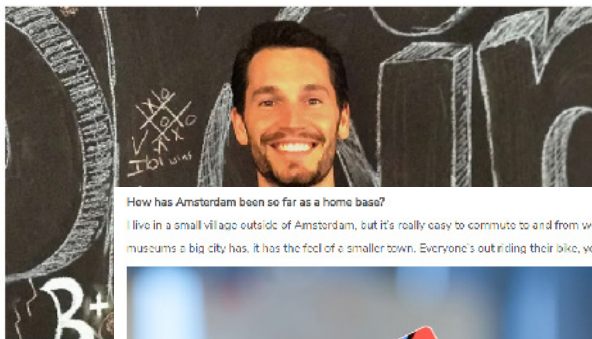


5 Real Employee Stories

Booking.com aims to make it clear to candidates that they provide relocation options, and that this opportunity can open a world of new doors for talented professionals. On its careers site blog, it features a variety of articles written by employees who have relocated from their home countries to a Booking.com office. These employees speak about how easy the application and relocation was, and how the company supported them in these efforts to ensure a smooth transition.

"So I said to myself, why not?"

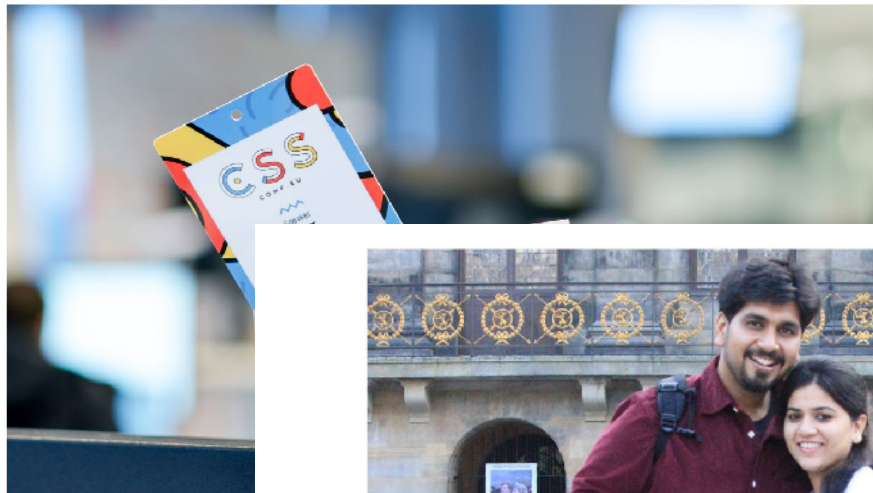
I am Italian and was actually looking into moving back to Italy as an account manager. However, there were not many vacancies available. Then a colleague of mine suggested I reach out to the Dubai team as he knew they were looking for an account manager. So I said to myself, why not?



How has Amsterdam been so far as a home base?

I live in a small village outside of Amsterdam, but it's really easy to commute to and from work. Amsterdam is a beautiful, diverse city. Even though it has all the events and museums a big city has, it has the feel of a smaller town. Everyone's out riding their bike, you can see everyone's faces. It gives more of a human feeling to me.

The business case I was asked to prepare and the competitive landscape in the Middle East. I quickly listed the most important hotel names worldwide. To my su



The rest has been nothing less than a dreamy ride; with us not only moving to a new company, but a new country, on a new continent, with an entirely different culture, lifestyle, and new experiences to enjoy. Now, we're husband and wife Booking.com developers, living in the lovely city of Amsterdam, working with the brightest minds, and relishing all the cool perks. As we proudly say here, Booking oot yeah!

15 CONTENT EXAMPLES FOR MARKETING REMOTE OR RELOCATION JOBS



➤ 84.51°

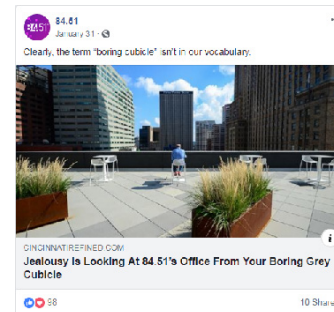
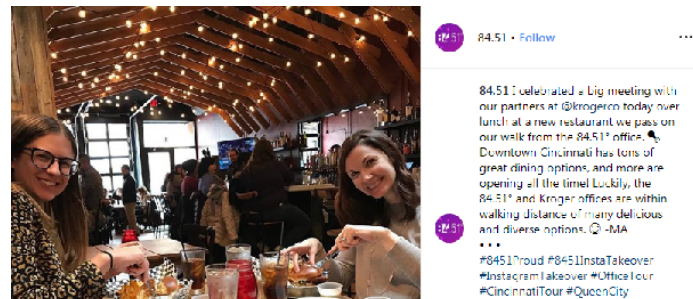
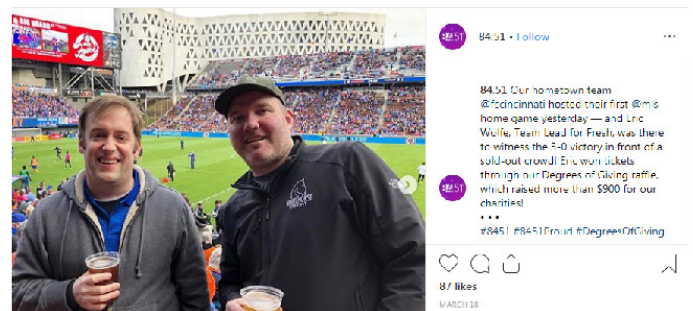
Data analytics company 84.51° helps its clients better understand customer behaviors. The company hires skilled professionals in Data Science & Research, Engineering, and Consulting for its headquarters in Cincinnati. To attract top talent, 84.51° continuously highlights its innovative office space as well as fun things to do in the city.

6 Showcasing Life in Cincy

84.51° uses Instagram to highlight current employees out and about in Cincinnati. These employees are usually pictured eating at restaurants throughout the city or heading to sporting events. Putting this more entertaining light on “The Queen City” can encourage candidates to consider moving there and helps them see what life would be like if they did make the move.

7 Putting Candidates in the Office

84.51° has a modern and innovative workspace in Cincinnati, complete with a gym, relaxation and massage rooms, outdoor spaces, working areas for collaboration, walking desks, and several kitchens spread across 5 floors. This type of office space is another factor that could encourage candidates in other locations to relocate. 84.51° promotes their office in several ways, including a video on their [Muse profile](#), posts on social media channels, and a virtual tour on their website.





➤ Stack Overflow

Stack Overflow is an online forum for professional computer programmers and enthusiasts. It also serves as a job board for users to find their next opportunity. To support the company's growth, Stack Overflow hires professionals in Engineering, Marketing, and Operations. While there are offices in large metropolitan areas like New York City, London, and Munich, the organization also has a number of remote opportunities available.

8 Remote as a Top Benefit

When candidates visit Stack Overflow's careers website, they immediately see that "Work From Where You Want" is a top benefit. By making remote a focus, Stack Overflow is able to communicate to virtual employees that there are opportunities available for them and that the company welcomes applications from remote candidates.

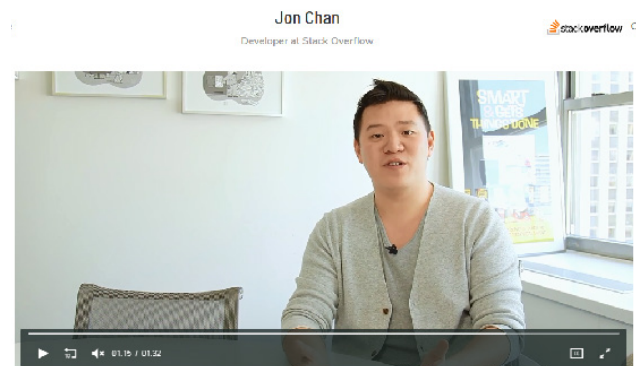


Work Where You Want

We have a remote-first culture. Remote employees get all the equipment we have in our offices, including an ergonomic chair and desk. Teams hold annual in-person meetups, and standard meetings are video chats by default so no one gets left out.

9 The Value of Flexibility

One of the key ways that Stack Overflow promotes remote opportunities is through employee videos featured on their **company profile on The Muse**. Employees discuss what they value most about working at the company, with one of the most cited benefits being remote work. Hearing directly from employees on how they can work from anywhere can be the motivation that talented candidates need to submit their application.



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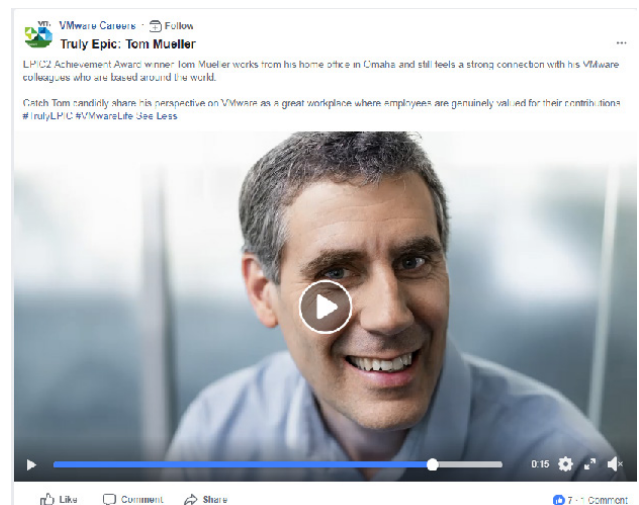


➤ VMWare

VMWare, which provides cloud computing and platform virtualization software and services, brings on candidates in a variety of sectors, including Engineering & Technology, Client Support, Finance, and Sales. The company has a worldwide reach, but also hires remote employees. To attract this talent, VMWare came up with a few ways to showcase its remote opportunities and benefits.

10 Remote Means Staying Connected

In employee video stories, VMWare highlights how they help their remote workers stay in touch with each other and the company no matter where they are located. The goal is to build a strong connection among employees, and VMWare provides the tools and resources needed for constant collaboration and communication. Candidates who are considering a career with VMWare can learn how they'll be supported in their remote role.



11 Award-Winning Remote Flexibility

Remote work isn't just something that VMWare happens to offer - it's something that the organization is dedicated to providing. VMWare won a spot on Flexjobs' "Top 100 Companies with Remote Jobs in 2019" list, and to grab the attention of remote candidates, it promoted its award through social media.



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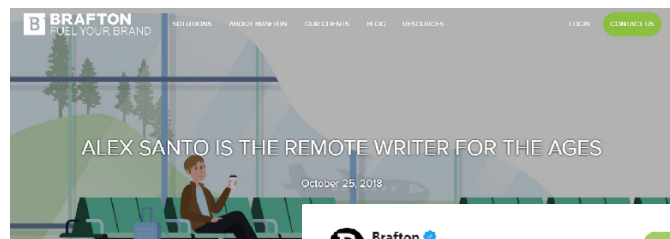
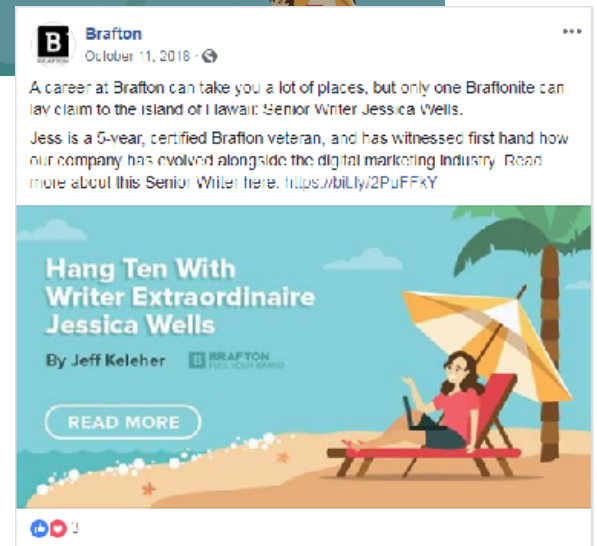


➤ Brafton

Brafton, a content marketing agency with offices in Boston, Chicago, and San Francisco, looks for talent in Content Writing, Graphic Design, and Account Management to keep the content machine running efficiently for clients. To help with retaining and rewarding valuable employees, Brafton offers remote opportunities to current staff members who want to go remote.

12 Remote Reward for Valued Employees

Brafton knows how hard it can be to find and keep creative professionals. Instead of losing talented employees, the company offers full-time remote work to those who need or want to move away from any of its regions. Some of these employees are featured as part of the “Life at Brafton” section on the company blog, and these posts are promoted on social media as well. This messaging communicates to candidates that Brafton appreciates its hard-working employees and is willing to offer more flexibility in order to keep them on board.



15 CONTENT EXAMPLES FOR MARKETING REMOTE OR RELOCATION JOBS



➤ Dell

Computer and technology giant **Dell** has a presence that stretches all around the world. For its various offices, the company has open positions for professionals in the Sales, Engineering, Finance, and Human Resources industries, among others. The company prides itself on providing remote opportunities for talent, and it makes this messaging clear on many of its online profiles.

13 One-Stop Shop for Remote Work

Dell has an entire **landing page** on its careers site dedicated to showcasing their remote work options, and detailing how and why this is something they offer their employees. The page also features videos that promote the company's approach to building a more flexible work culture, including one video all about their Connected Workplace program. Candidates can easily see how focused Dell is on attracting top remote talent, while gaining a clear understanding of how their remote position would be supported by the organization.

14 Showcasing Remote Work Setups

In order to give candidates a better idea of what working remotely looks like at their company, Dell consistently shares photos of various remote "offices" or setups on their Instagram careers account. Not only does this help potential remote employees visualize how they would be able to plug in from anywhere, but it could also be just the insight they need to submit an application.



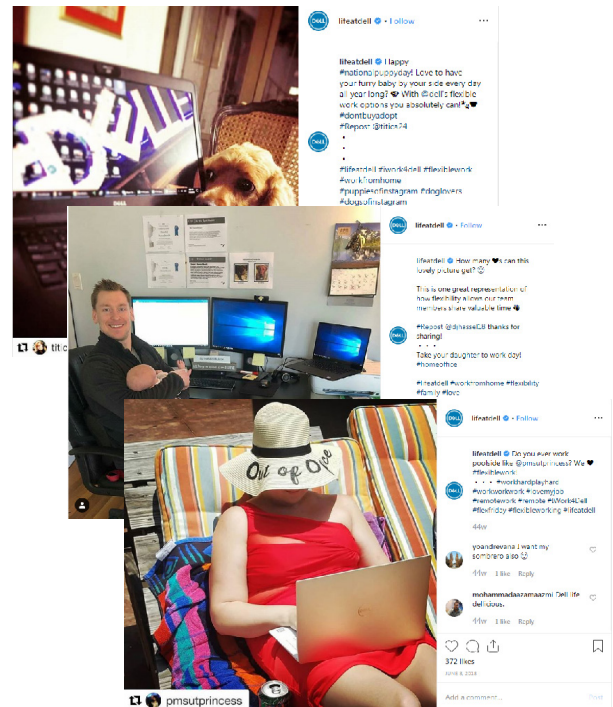
Workplace Transformation

The workplace is changing. How people work is changing.

Technology now makes it possible to work from almost anywhere and Dell's Connected Workplace program allows eligible team members to do just that, by choosing the work style that best fulfills their needs on the job and in their personal lives.

Our journey toward a more flexible work culture started in 2009. Now we have a wide variety of flexible work arrangement options for our team members to choose, from full-time remote to select days on campus to job sharing and more – no matter how or where you get the work done, you will drive great results for the business.

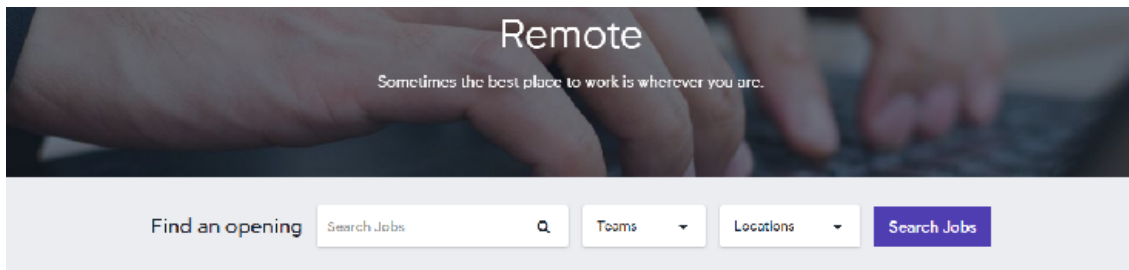
[View All Flexible Work Opportunities](#)





➤ AppDynamics

Application performance management and IT operations analytics company AppDynamics has employees located around the globe, but also offers a robust remote work program for a variety of sectors, including Channel & Field Sales, Customer Success, Engineering, and Marketing. The company has made a landing page part of its careers site to help remote candidates find the information they need.



About AppD Remote Employment

For those not close to a main office, there are satellite offices or coworking spaces in most metro areas, or you can choose to work from home. Either way, we'll make sure your working space is set up for you to be productive and successful.

15 More Than Just Plugging In

When looking for remote roles, many candidates wonder about the benefits or perks that companies might offer. AppDynamics makes it clear on their Remote Work landing page that they help candidates set up and customize their home offices to ensure their off-site work stations are comfortable and ergonomic. This demonstrates the company's dedication to the success of their remote employees.

Benefits, Perks, and Local Flare

In addition to our [global benefits](#), here are a few more reasons to get excited to come to work in the morning:

- Customize your home office
- Ergonomic testing to ensure your office is right for your mind, body, and production

SUMMARY



This growing preference for remote work or relocation opportunities gives companies an excellent opportunity to attract and retain talented candidates. Expanding your candidate reach means your organization gets in front of a wider range of top talent and demonstrates that you're invested in employee success - whether they are in the office, working remotely, or located in a different region.

By providing this type of flexibility, you not only get ahead of the competition, but you also have a leg up on retaining valuable employees. Remote workers report more job satisfaction, and a large

majority of talent are looking for roles outside of their current location. These trends, coupled with an organization's focus on providing ideal work situations, mean employees are likely to stay on board and become advocates for their employer.

The key is to effectively market your company's dedication to remote roles and relocation opportunities. By crafting clear and concise messaging and distributing it on the right channels, you stand the best chance of capturing top talent that will become satisfied and happy employees and further help you promote your employer brand.

SPONSORED BY

The logo for 'themuse' features the word 'themuse' in a lowercase, sans-serif font. 'them' is in black and 'use' is in a teal color. A horizontal line with a downward-pointing triangle is positioned above the logo.

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Rally™ Recruitment Marketing is an online community forum where the best Recruitment Marketing ideas are learned and shared to educate and empower you to lead the future of talent acquisition. Join the Rally today at RallyRecruitmentMarketing.com.

