



*A PROVEN HIRING STRATEGY*



# **HIRE LIKE A PRO!**

An actionable strategy that teaches you how to  
attract the best Marketing & Creative talent.

[www.thrive.co.uk](http://www.thrive.co.uk)



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First things first

# Understanding today's Marketing & Creative talent.

Today's Marketing and Creative professionals are regularly invited to consider job opportunities, making the talent marketplace fiercely competitive.

This guide will equip you with the knowledge and strategy you need to navigate this competitive environment. We'll delve deeper than just attracting the "actively looking," showing you how to identify and attract the top marketing and creative professionals – the highly skilled individuals who may not be actively browsing job boards, but who can be the missing piece for your team's success.

Get ready to unlock a world of hidden talent and onboard  
high-performing Marketing and Creative professionals!





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Understanding today's talent.

# Types of Marketing & Creative talent.

Before diving head first into a search, it is important to recognise what today's Marketing and Creative talent looks like.

There are 2 main groups of candidates. Understanding both groups will allow you to consider how to reach them.

Firstly, you have 'active candidates'. Active candidates are likely to have found themselves unemployed and are being proactive in their search for something new.

And then there are 'passive candidates' who are employed but would be open to opportunities if they aligned with their values and aspirations.



A 2023 Global Talent Trends Report by LinkedIn revealed a surprising statistic: **a whopping 87% of professionals consider themselves passive candidates.**

These highly skilled individuals aren't actively searching, but might be open to the right opportunity.



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**As low as 13% of the  
current marketplace  
are 'active candidates'.**







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Understanding today's talent.

# Securing Active & Passive candidates.

**Job boards can be effective when hiring 'Active' Marketing and Creative professionals, but in all circumstances should never be solely relied upon.**

Passive candidates are not 'actively' looking, but possess the valuable skills and experience you need. You can find and approach passive candidates through platforms like LinkedIn and through headhunting.

Think of 'active' candidates as fishing from a small pond, when you have an ocean of talent out there.

This table highlights the most effective ways to attract and secure both active and passive candidates.

|               | Job Boards | Direct Outreach |
|---------------|------------|-----------------|
| Active        | ✓          | ✓               |
| Passive       | ✗          | ✓               |
| Super Passive | ✗          | ✗               |



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The Secret Sauce - Part 1



# An essential to success.

**Here's the secret sauce of hiring both active and passive candidates:  
Creating a long list.**

This is where you identify and compile a comprehensive 'long' list of potential candidates. A long list refers to a pool of candidates who meet the criteria for your open job vacancy, this is also known as a talent pool.

By identifying the size of the talent pool, you are able to measure the chance of successfully filling your job vacancy.

## **Why is this important?**

By identifying suitable candidates and creating a long list, you are able to assess the true size of the talent pool for the specific role.

This crucial step increases your chances of finding the perfect fit. A well-curated long list increases the chances of finding an ideal match for the role.





## The Secret Sauce - Part 2

# How to create a long list.

**To create a long list, start by listing the criteria, key skills and qualifications required for the role.**

Use advanced search filters on LinkedIn and CV databases to find candidates who meet these criteria. Leverage industry-specific databases and networks to yield even more promising candidates.

Organising and managing the long list efficiently is vital – use spreadsheets or dedicated recruiting software to list your candidates and their qualifications.







## Reaching out to your Long List - Part 1

# Best ways to reach out.

1

### Email Outreach

Personalised and engaging email messages are critical in capturing a candidate's interest. Craft subject lines that grab attention and compel the recipient to open the email. Follow-up strategies are also essential – a polite and timely follow-up can make all the difference in engaging potential candidates.



2

### LinkedIn Outreach

Reaching out to candidates on LinkedIn requires a careful and thoughtful approach. Create compelling messages that highlight the unique aspects of the job and the company's culture.

Engaging with candidates through comments and direct messages enhances interaction and builds a rapport before formal discussions.



3

### Top Tip

### A 'Highly Effective' Outreach Method

Video messages can be more personal and direct ways to reach out to candidates. Utilising the video message tool in LinkedIn offers a higher response rate from potential candidates.





## Reaching out to your Long List - Part 2

# Persistence pays off!

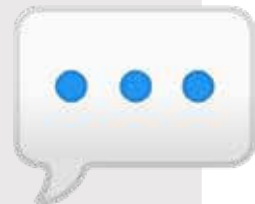
**Don't give up if you don't hear back from a candidate after one message.** They might be buried in work or enjoying a well-deserved holiday and your message could get lost in their inbox. Be persistent, but respectful, with your outreach. The goal is to connect, even if they aren't interested in the specific role.

### **Every Chat Counts!**

Conversations with candidates are goldmines of information. Use them to gather market intelligence. Is your compensation package attractive? Are there specific perks or aspects of the role that might be a turnoff?

Don't be afraid to politely ask these questions - their feedback can be invaluable for future hiring efforts.

**Ask for referrals!** Tap into the power of the candidate pool's network. If someone isn't a good fit, politely ask if they know of any colleagues, past or present, who might be interested in your company. Referrals from qualified candidates are a great way to find hidden gems!





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Be a magnetic employer

# Employer Branding.



**Your employer brand is your selling point. Why should a top candidate choose you?**

To attract great people you must position yourself as an employer that fosters creativity, growth and a positive work environment.

**Keep it simple. Get started with these 2 actions:**

**1**

Showcase your company culture using your social media and your careers page. Share employee stories, team events, and behind-the-scenes glimpses into your work environment.

Be transparent about your company values and mission, and ensure your brand messaging aligns with your daily practices.



**2**

Happy employees are your biggest brand ambassadors. Prioritise employee well-being by offering great benefits, professional development opportunities, and a work-life balance.

Recognise and reward employee achievements to build a culture of belonging.





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Who's behind Thrive?

# Marketing & Creative is in our DNA.



**I'm Craig Vallance, Co-Founder at Thrive. I hope you enjoyed this guide as much as I enjoyed creating it. I also hope you find it to be a valuable resource.**

Marketing and Creative is in my DNA! Before founding Thrive, I spent 13 years working in different marketing and creative roles, both agency and client-side. This hands-on experience gave me a unique perspective on what makes marketing and creative teams truly tick. Now, I use that knowledge to help companies find the incredible talent they need to crush their goals – because let's face it, the right people make all the difference!

