



RECRUITING AND
RELOCATION:

A STRATEGIC PARTNERSHIP

Attracting and hiring the best talent has always been an important strategy for recruiting departments.

The best talent isn't always located nearby. Especially in cities or industries with scarcity in certain skills, it's important to have a plan to attract key talent — whether it's across the street or across the country.

For prospective employees who aren't local, having a relocation strategy is a key part of a successful talent acquisition program and a positive candidate experience. If a candidate is weighing multiple options, especially ones from local competitors, how can they make an intelligent decision about relocation without a clear idea about the services and experience they can expect?

A basic candidate relocation policy can solve this important recruiting issue. A relocation partner like NuCompass can play an important role in your talent acquisition approach by managing your candidate relocation program. These programs typically include at least a few of the following components.



NEEDS ASSESSMENT

The personal relocation needs of potential employees are as varied as the individuals themselves. Your relocation partner can conduct a needs assessment upfront, since HR cannot ask questions about marital status or the number of children. The result will provide insight into the potential cost of a relocation and the likelihood of candidate acceptance.



AREA ORIENTATION TOUR

Once the needs assessment is complete, your relocation provider can schedule an area orientation tour, coordinated during the interview process, to save time and travel costs. Your candidates will gain knowledge on the area, housing costs and options, commute times, quality of schools, and so much more information that only a local can provide.



EXPENSE MANAGEMENT

Providing expense reimbursement to people who are not on company payroll can pose problems for many employers. Your relocation partner can provide this service efficiently and economically.

Candidate Experience Translates Into Employee Experience

Having a formal candidate program can be an effective recruiting tool to find the right candidate and eliminate the cost of a failed relocation. It's also the first step to a positive employee experience that can help ensure employee engagement and retention.

If improving your candidate experience is important to your talent acquisition strategy, contact NuCompass today for help with instituting a candidate relocation program.

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