



Six reasons why the Festive Season is an ideal time to recruit new talent

Introduction

As the end of the year approaches, most businesses wind down to a certain degree, with some even implementing a 'soft closure' so that employees can take annual leave during the Festive Season.

During this period, the focus for many companies is on tying up loose ends and preparing for the year ahead. If you haven't yet considered your recruitment needs for 2023, now is the perfect time to do this.

December is a time when many employees contemplate their current roles in terms of "where they are" versus "where they want to be", so your job listing could inspire quality talent to make a proactive change. Whether gainfully employed or currently on sabbatical, highly skilled individuals may be focusing on New Year's resolutions and preparing to make a change. South Africa is experiencing a shortage of scarce skills at present, and you need to stay ahead of the pack to attract and retain employees who will add value to your business. The Festive Season provides a prime opportunity for you to up your recruitment game.



Here are six reasons why December is a good time to recruit.

1.

Your competitors may have dozed off

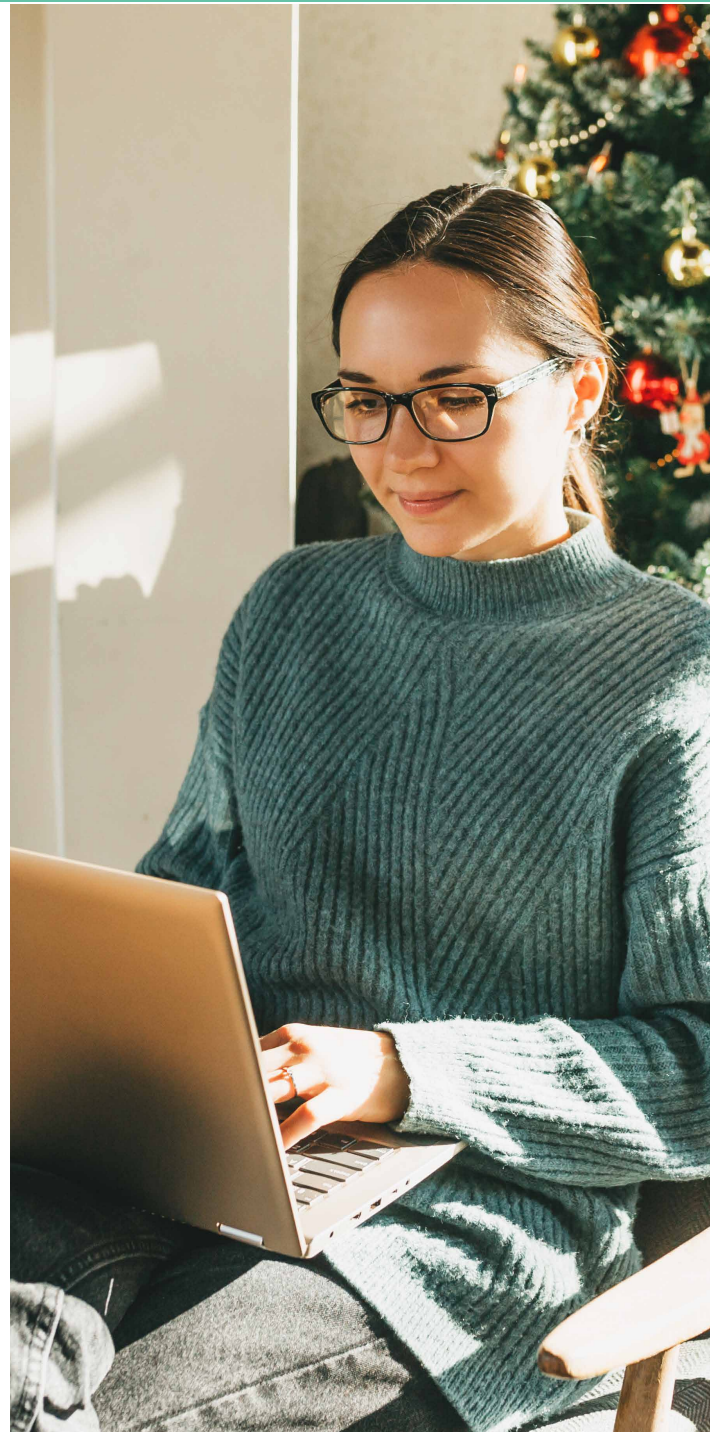
Many businesses make the mistake of putting recruitment on the back burner in December while they are closing off on year-end deliverables and managing a multitude of HR activities, from year-end functions to performance reviews. However, during this time there are plenty of candidates in job-hunting mode, which gives you the perfect window of opportunity to snatch up the best candidates right from under your competitors' noses. Not only will this enable you to start the New Year off with a new injection of energy and skill in your business, but it also means that you can relax during the January hiring frenzy when most other companies start recruiting for the year ahead.

2.

Jobseekers spend more time browsing online social media

During the Festive Season, most people spend more time on social media – catching up with friends and family, shopping online for gifts, or looking for social events to attend.

Lighter workloads in December also provide employees with more time to update their CVs and online candidate profiles, making it easier for you to reach out to active jobseekers through specialist online recruitment platforms like [CareerJunction](#).



3.

You can use your business downtime productively

Like most other businesses, you probably tend to hit the ground running in the New Year. By taking care of your hiring activities in December, you can avoid adding to the stress of entering a new business year with gaps in your headcount. If business dwindles slightly during the holidays, this allows you more time to carefully review CVs, shortlist candidates, conduct face-to-face or virtual interviews, and ultimately find the right person for the job.

On the other hand, if you're juggling a multitude of year-end deliverables, we can help to make the matching process a seamless one for you. We will create suitable shortlists and manage the process on your behalf, so that you can get on with your core business activities until you're ready to review the shortlisted candidates and set up time to interview them.

4.

Employees enjoy more flexibility

At the end of the year and early into the New Year, employees tend to have more opportunities to take time off work without applying for leave. They may be allowed time to get their annual health check-ups done or run errands, collect family members from the airport, and so on. This also means they will more easily be able to leave the office for a couple of hours to meet you for an informal coffee catch-up or a more formal interview.

5.

You have more networking opportunities

The Festive Season is usually packed with social events, which provides business owners and recruiters with a great opportunity to meet potential candidates in an informal setting. You can use this busy time of year to grow your own network of connections, engage with new prospects, gain insight into what they are looking for in terms of their next role, and potentially offer them the opportunity to meet for a formal interview.

6.

You have time to work on your recruitment strategy

If your business is a little slow in December, you can use the extra free time to do some planning. A good place to start is to read the data insights in CareerJunction's monthly [Employment Insights report](#), work through analytics and build an effective strategy to improve your recruiting process in 2023.

Parting thoughts

Don't underestimate the potential of the Festive Season when it comes to finding fresh, new talent in an increasingly competitive job market. In fact, this time of year provides you with an ideal opportunity to attract and retain new employees who will contribute to the growth and success of your business in the coming year.

