

THE PROBLEM

In Singapore, it's now clear that companies must consider a Singaporean/PR for their open roles before applying for a visa for a foreign candidate. While that is great for local talent, **it creates new problems for employers.**

1) Reduced candidate pool.

There are now less qualified candidates for your roles, making it harder to find them.

2) Increased candidate competition.

You are now in competition with all of other companies who need to hire locals, making it harder to draw from that limited pool.

3) Increased load on staff.

And finally, your talent acquisition (TA) staff have to work much harder to find candidates. Many people apply for your roles who you simply cannot hire because of visa restrictions - and the TAs have to manually filter them out.

POSSIBLE SOLUTIONS

Possible solutions include:

1) Post more on job boards

But job boards typically give poor results when you specifically need a Singaporean. A recent conversation we had with a large local MNC revealed that out of 100 applications on job boards, they typically only get 10 Singaporeans applying. This increases the work on your TA staff and doesn't provide enough value to be worth it.

2) Have TA staff headhunt on LinkedIn

Any TA specialist will tell you that navigating LinkedIn is time-consuming. Also even when they do find the right person it is still challenging to contact the candidate and get them interested. And, for junior roles, many qualified candidates are not yet on LinkedIn.

3) Use recruiters

Of course using recruitment specialists is always a solution. But it's an expensive solution - and you may not have the budget to send every role out to a recruitment agency.

BUT WHAT YOU REALLY NEED...

Each of these solutions has some problem, but the solution seems so simple.

All you really need is a way to:

- Reach the widest possible candidate pool in Singapore,
- Encourage Singaporeans and PRs to apply for your roles, and
- Filter out those who need visas.

Is that really such a big ask?



A REAL SOLUTION

At Recruit Socially, we've been helping people with this problem for a couple of years now and have come up with a solution which has worked very well for some of the largest employers in Singapore.

Briefly, what we do is advertise your role on popular social media platforms and target it to people who are likely to be Singaporean. Then, when they apply, we ask for their visa status.

Your TA staff then get a qualified list of interested candidates with contact details and visa requirements.

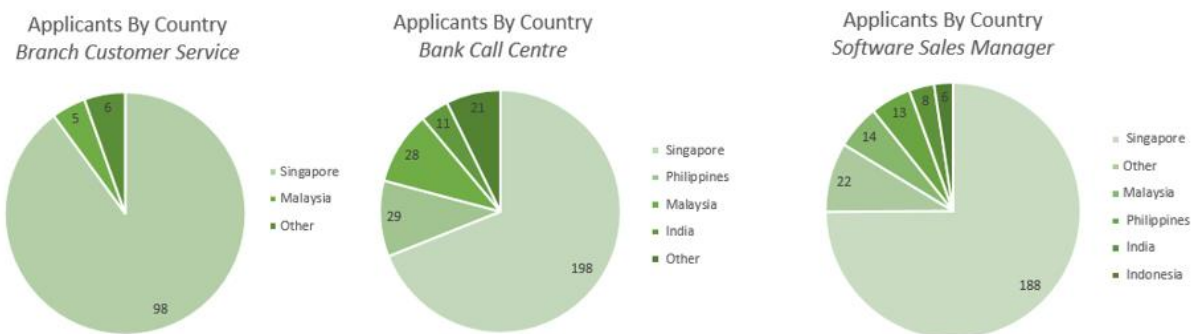
The results are that our customers are able to:

- Reach the candidates they need
- Ensure they have a list of interested candidates
- And quickly disqualify those who do not fit your requirements.

A FEW EXAMPLPES

We recently ran 3 campaigns with large Singaporean companies which used the above methodology: **a bank branch customer service agent, a bank call centre agent, and a software sales manager.**

The results have been very encouraging. From the data, it's clear that the vast majority of applicants were Singaporean nationals.



Additionally many were pre-qualified on other criteria such as previous experience and educational certificates - making our customers' TAs job even easier.

BUT HOW MANY WERE HIRED?

It's difficult to generalize success rates across companies and across roles, but many of the candidates were qualified for the jobs as well as allowed to work in Singapore. So the hire ratio was impressive.

The reason for this is that, when advertising, we also target other factors such as interests, skills, and many other factors.

This means that we are always targeting the most likely group of people who will be successful applying for your roles – and so we typically get applicants who match your requirements.

SO WHAT NEXT?

If you have roles at your firm which you are finding hard to fill with a Singaporean, then you should try Recruit Socially.

We offer a trial where all you pay is our standard \$250 media fee for one week - and if there are candidates out there, we're quite sure we will find them for you.

Just [click here for our Contact](#) page or drop us a line at info@recruitsocially.com for more information.

