



# How To Attract Digital Talent

Many employers find it challenging to attract and retain talent, especially in 2022, when the world of ecommerce is shifting so rapidly. This one-pager is meant to give you tips on how to think about framing your role and your company to attract the best talent.

## Questions To Ask Yourself First

- What is the story you are trying to tell both about your company and your team?
- Why is it important?
- What impact can this individual make?
- Is your brand viewed in the market as too traditional, and what can you do to change this perception? Digital talent wants to work at a digital first company and your messaging will help to attract that.
- What is the job that needs to be done? What is the main mission? (Then think about the position level) Instead of starting out saying, 'I need a Director,' first think about the job that needs to be done and identify what level is appropriate for your goals.
- Do your recruiters have the skill set to understand and attract this profile? It is important to understand the job description and speak the same language as the candidate.

Finding executive digital talent isn't easy, especially when new skill sets are demanded quarterly. Successful digital talent recruiters have the same behaviors as digital talent: agility, curiosity, and the desire to try and create new things.

## How To Increase Visibility

- Create a video job description
- Research organizations and industry networks that have job boards like the Digital Shelf Institute
- Ask members of your network to share job links on social media, e.g., LinkedIn, Twitter
- Hire a specialist recruitment firm

## What Candidates Want

- Flexible working policy
- Learning and development opportunities
- Organizational and social impact
- Recognition

Digital talent recruitment has been our focus at LS International since 2015. We specialize in consumer goods and retail industries, working with clients such as Logitech, Danone, Mattel, and Puma. If you may be looking for hiring support for your team, please reach out to Lauren Stiebing at [lauren@ls-international.com](mailto:lauren@ls-international.com). Listen to the DSI podcast with Lauren Stiebing to learn more. [START LISTENING](#)