3 strategies for hiring scientific talent during COVID-19
Let’s face it, when you’re hiring for an actual rocket scientist, recruitment is never going to be easy. But with the many recruiting and workplace challenges that have arisen this year due to the COVID-19 pandemic, the scientific recruiting landscape has become even more difficult to navigate.

It’s safe to say, there will be more challenges and changes ahead as we all navigate our jobs and personal lives during this pandemic. Our recent survey into the impact of COVID-19 on scientific hiring showed just how much the pandemic continues to affect our working lives:

- 85% of respondents had a hiring freeze in place
- 55% thought they were likely to be hiring in early 2021
- 25% were unsure of when recruitment activity might restart

Whatever your organization’s priorities, Science Careers and AAAS are here to help you meet your goals, and that includes being ready to hire when the time is right. Here are our top 3 strategies for hiring scientific talent in 2020 and 2021.

Strategy 1: Focus your resources on targeted messaging to niche communities

In the face of a looming recession, candidates are generally becoming more risk averse and more reluctant to change jobs, so reaching passive candidates is now more important than ever.

70% of your audience are passive candidates

LinkedIn, The Ultimate List of Hiring Statistics, 2018

Plus, let’s be honest here, recruiting budgets are under pressure. Now’s the time to focus your efforts and resources on marketing channels that deliver only the most qualified candidates.

Identify channels that can connect you directly to communities of both active jobseekers and passive candidates and focus on delivering the right message at the right time.

Targeted communities like Science Careers and AAAS offer unparalleled opportunities to connect with highly qualified candidates across STEM fields, so double-down on the targeted messages and channels that work.
Increasingly, employers are being judged by how they treated employees during the COVID-19 pandemic.

“Continuing with pre-pandemic messaging in a pandemic world risks looking out of touch at best, insensitive at worst.” — Bill Moran, Publisher, Science family of journals

Job security is not added value anymore. Candidates are becoming increasingly risk averse, so any statement you can make about job security will help you build deeper relationships with candidates.

To give your recruitment campaign the highest chance of success, you should consider leveraging other channels in non-recruitment spaces to communicate your employer brand message.

For example, Science Careers and AAAS offer many invaluable opportunities to build awareness of your employer brand with their members, through native content and print advertising. This allows you to create a positive relationship with scientists and researchers before they’re actively seeking work.

Want to find out more about employer branding opportunities? Get in touch with us today.

Get in touch
Strategy 3: Consider hiring remotely

Remote work hasn’t typically been standard practice in academia, but the COVID-19 pandemic has forced organizations to embrace remote working at a rapid pace. Whilst not all roles can be remote, it’s worth revisiting your job specs to stay competitive.

Relocation costs time and money, often the equivalent of several months’ salary for a post-doc, and can separate people from their support networks. Remote work options, if feasible, can help make your organization more inclusive, particularly for candidates that have family commitments or difficulty fronting the cost of relocation.

One of the advantages of the Science Careers networks is that it’s a worldwide community. If you’re struggling to find the right candidate for your role, we can introduce you to a global scientific community that you simply can’t reach through generalist recruitment channels.

Speak to our Science Careers recruitment experts today

Let us connect you with the world’s best scientists.

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