

6 Tips for Recruiting and Hiring Students.

There's good reason many companies want to bring on students as part of their workforce. Think about it, most students start at an entry-level salary and likely have medical benefits and whatnot covered by their University. Also, you can provide some initial training without having to undo bad habits learned from previous employers.

Although there are plenty of eager students out there looking for employment in their field of study, finding and hiring the right candidate for the job takes some strategy and finesse. These 6 tips for recruiting and hiring students will give you some insight into how to find, recruit, and hire the kind of students you and your company are looking for.



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1. Advertise in the right places.

It doesn't make sense to post job openings in your company newsletter or on a national job listing website because students will not likely be looking in those places. If you're trying to

connect with students, think about the places they frequent during their regular days or on the weekends. This will differ from the usual places companies use to recruit seasoned and experienced new-hires. Students can be found online, in libraries, sitting in coffee shops, and roaming around campus.

- Advertise in student newspapers, magazines, and university job boards.
- Find students online by posting job openings in university Facebook groups and related social media sites.
- Go old school and post flyers with contact information at places that students tend to frequent like libraries and coffee shops.
- Ask professors in the field to give your company a mention and encourage students to apply.

2. Think like a student.

If you're looking to hire a student, you'll need to think like a student. What kind of job would be good for a student? The full-time + overtime, every day including weekends position, is probably not going to be too appealing to any student who's looking for employment. Think more along the lines of part-time positions with flexible schedules since most students have studies to attend to as well as a social life. Think about how much you will need to pay your student to make the pay competitive.

- What hours would a student want to work?
- How many hours would a student want to work?
- How often would a student like to get paid?
- What kind of job would a student like to do?
- What kind of wages do students expect?
- What dress code would students prefer?



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3. Set up shop at the job fair.

The university or college job fairs are by far one of the best ways for recruiting and hiring students. Most universities or colleges will have an annual or bi-annual job fair designed specifically to connect students with employers. Make sure your booth is eye-catching and has information readily available; give students a reason to want to stop by to see what you have to offer.

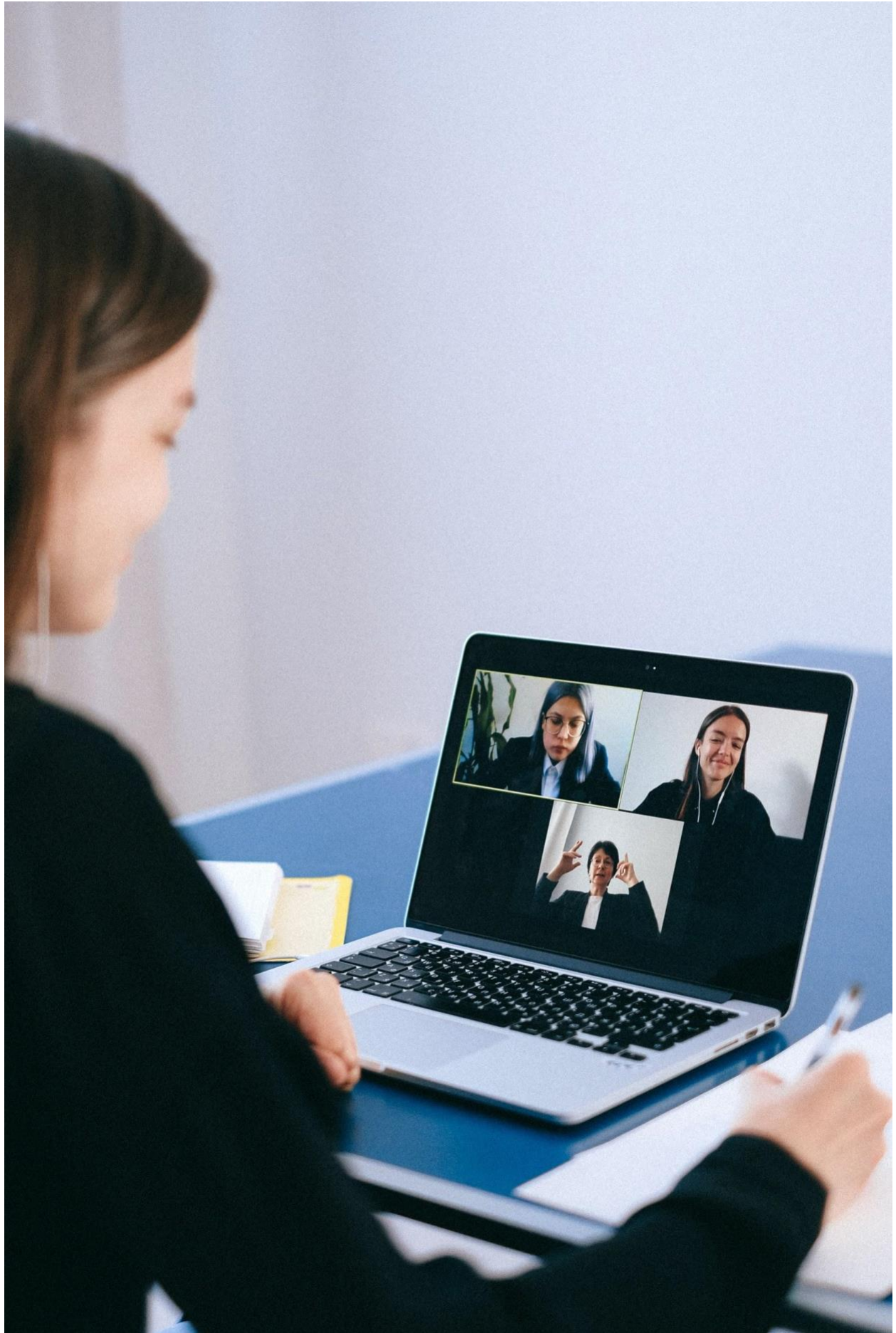
- Hold a raffle to encourage visitors to stop by and also return at a later time.
- Invest in quality signage that looks professional and appealing to students.
- Have information available for students to take home.
- Set up shop at as many job fairs as you can, this is where the students will be.

4. Make connections.

Connecting with students on a small group level provides a more personal approach to recruiting students. Having prolonged contact with a student or group of students will allow you to not only seek out potential candidates but also do an informal interview of sorts to suss out whether or not someone is a good fit. Talking to a class during a lecture or holding an

informative meeting on campus can also generate some potential leads. Connecting through social media groups related to the kind of work your offering can also be helpful.

- Keep business cards handy that are designed specifically for potential student recruits.
- Get involved in University events that encourage potential employers to participate in.
- Host meetings, lectures, and meet and greet sessions with students and professors on campus.
- Set up a bonus system or incentive for existing student employees to refer friends and classmates.



[Photo by Anna Shvets from Pexels](#)

5. Go online.

Students these days spend a good percentage of their time connected to the world wide web, why not put yourself at the forefront of their job searches by using a variety of job boards which are uniquely designed [to connect students with employers?](#) Students often gravitate to platforms like this since it narrows their job search to companies looking specifically for students. Some of these online job boards will also weed out potentially weak candidates.

- Join and participate in online and social media groups related to your business or area in which you're seeking employees.
- Post job openings on student-centered job boards.
- Look for online publications that cater to students looking for employment.

6. Make it easy.

The process of looking for a job can be daunting for most students, so streamlining the process for potential candidates will make things easier for both parties. Having an online application and FAQ section can make the process more efficient: also consider things like flexible interview times and readily available contact information.

- Make your application easy to complete and user-friendly.
- Have your contact information in a variety of places and formats to make it easy for potential candidates to reach you; make your response time reasonable too.
- Give a variety of interview options like in-person, online, or phone interviews.
- Give clear details about the position so unqualified candidates are less likely to clog up your interview process.

Today's students are the future CEOs.

Hiring a student can be intimidating, especially when you're counting on the individual to have a strong work ethic. If you can find the right student's to work for you, you'll find the benefits outweigh the risks. [The percentage of college students working while attending school has increased](#) over the last couple of years and the trend is likely to continue. These tips for recruiting and hiring students can put you ahead of the game when reaching out to the country's newest and brightest talent.

