



 **seekout**

From Recruiter To Talent Advisor

3 steps to go from order taker to
trusted hiring advisor in your organization

From Recruiter to Talent Advisor

The growing need for talent advisors

Talent acquisition professionals have never been more valued. Faced with a host of challenges from improving diversity to the threat of unprecedented turnover, companies need great recruiters now more than ever.

Did you know? A recent study by Textkernel's Jobfeed found there are more than 377,000 job postings for recruiters in the United States.

Your profession is suddenly as in demand as a software engineer or data scientist. But keep in mind, top organizations aren't just looking for recruiters—they're looking for true talent advisors.

So is it as simple as changing your title? Not quite. [As Recruiting Toolbox CEO and Founder John Vlastelica says](#), "Just calling yourself a talent advisor does not mean hiring managers are going to invite you to talent advise them."

Then how do you become a talent advisor? In this guide, you'll learn how to go from a recruiter who simply fills job reqs to the trusted advisor on all things talent within your organization.

What does a talent advisor do?

Talent acquisition thought-leader Dr. John Sullivan [describes the mindset of a talent advisor](#) as “strategic and future-oriented.” As the name implies, they advise hiring managers and leadership on what it will take to overcome hiring challenges and find the right talent, fast.

Let’s explore exactly what a talent advisor does and the impact they have on the business.

Develop the organization’s long-term talent strategy

Talent advisors plan the organizational-wide hiring strategy for the next 1-3 years. They align the hiring strategy with the organization’s growth plans and use historical metrics and current talent market data to prepare for challenges and plan the timeline for specific roles.

Drive the short-term talent strategy

When it comes time to hire for specific roles, talent advisors work with hiring managers to develop a strategy. They use talent market data and their knowledge of the industry and profession to manage expectations and provide recommendations on how to find the right person for the job.

Learn about the talent they recruit

Talent advisors research the talent segments they recruit to learn about their target audience. They consume reports and news to get a high-level understanding of the current state of those professions and where each is going in terms of tech and innovation. They know what challenges and opportunities are likely to arise when hiring for a specific role.

Join talent communities

Talent advisors know what qualities and values people in the talent segments they recruit typically have. They join professional communities, participate in social media conversations, read surveys, and network with people in the profession. They know what makes great talent tick and use that information to guide their hiring strategies and interactions.

Develop ideal talent profiles

By understanding the profession and the people involved, talent advisors create ideal talent profiles that include their pain points, challenges, and goals. They advise hiring managers on what top candidates want in their next job and highlight those desires, needs, and priorities in their conversations with talent.

Recruit ahead of the need

Talent advisors have an “always-be-recruiting” mindset. They attend meetups and industry events to develop relationships with target talent. They stay in touch and keep their organization top of mind for when the person is ready to make a change.

Pass on the right candidates to hiring managers

Talent advisors are highly-selective about the candidates they pass on to hiring managers. They have a strong understanding of role requirements and use modern sourcing technology with advanced search capabilities to surface the right candidates.

The qualities of a talent advisor

- Long and short-term strategist
- Data-driven
- Researcher
- Community member
- Personable, human, storyteller
- Forward-thinker
- Tech-savvy/expert sourcer

Becoming a talent advisor: Changing the perception of your work

Becoming a trusted talent advisor requires that you change how hiring managers and company leadership perceive your work. And in turn, that requires changing how you work.

You need to show that you can do more than simply take a job req and return with candidates. You have valuable insights that will help the organization attract the best talent available.

There are three simple steps to becoming a talent advisor.

1. Get to know the talent
2. Harness the power of new technology
3. Start advising hiring managers

Let's explore each step so you can start your transformation into a trusted talent advisor.

1. Get to know the talent

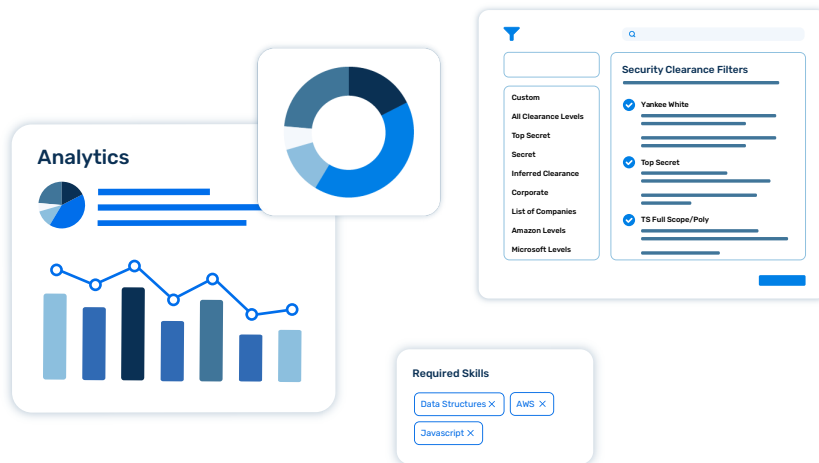
Transform your approach from reactive to proactive by getting to know your talent.

Start by researching the talent segments you recruit so you understand trends in the profession. Then join communities, get active on social media, and build a network so you can create talent profiles and develop relationships with people who could potentially join your organization in the future.

Once you've gotten to know the talent segment, you can use technology to analyze talent market data and develop deeper insights.

2. Harness the power of new technology

You can speed up your transformation from recruiter to talent advisor with the help of powerful technology and data. Leverage advanced search capabilities like keywords, Boolean strings, filters, AI matching, and more to surface qualified candidates.



You can make the shift to expert advisor by analyzing aggregate talent pool data that informs your strategy. Here are examples of the data you can use to advise hiring managers:

- The number of candidates who match the role requirements
- The different locations of candidates
- The different job titles candidates have
- The companies candidates work for (aka talent competitors)
- The companies candidates previously worked for
- The educational background of candidates (majors, degrees, universities attended)
- The diversity of candidates
- The years of experience of candidates
- The years in current role of candidates

Leverage technology that provides advanced search capabilities for surfacing candidates and access to a rich talent pool. This will help you scale, reduce costs, and save time—further positioning you as a strategic advisor to your organization.

3. Start advising hiring managers

The transformation to talent advisor is complete when you show hiring managers that you can be a strategic partner in growing their team.

You've done the work to grow as a talent acquisition professional and are ready to take a data-driven approach to hiring. Now picture yourself arriving at the kick-off meeting and presenting your recommendations. Thanks to the data you have, you can feel confident advising hiring managers on what it will take to find the right person for their role—as quickly as possible.

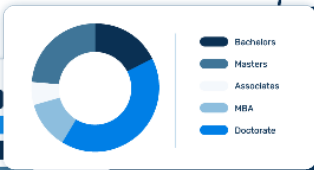
For example, if they want someone with 8-10 years of experience, you can show them how the talent pool expands when you adjust the range to 5-7 years. Looking for a diverse candidate? Don't let the limited number of underrepresented candidates in your area stop you. Suggest offering a remote work option or a relocation budget. If they insist on a graduate degree, show them highly qualified candidates who match all the other role requirements before revealing their bachelor's degree.

Now is the time to evolve from recruiter to talent advisor

Organizations are facing unprecedented hiring-related challenges. And talent acquisition professionals are in the unique position to offer solutions.

Show hiring managers and leadership that you can do more than source candidates—you can be the go-to talent advisor who knows what it takes to hire great people.


To learn more about how you can use SeekOut to be your organization's trusted talent advisor, [schedule a demo today](https://seekout.com/requestdemo) (seekout.com/requestdemo).



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SeekOut is an AI-Powered Talent 360 Platform that enables companies to hire, grow, and retain talent while focusing on diversity, technical expertise, and other hard-to-find skillsets. Use advanced search capabilities to surface qualified talent in a database of hundreds of millions of candidate profiles. Explore deep talent pool data to hone your sourcing strategy, increase productivity, and become the trusted talent advisor in your organization. SeekOut lets great companies and great people grow together.

[Request a Demo](#)



Required Skills

Data Structures X AWS X

Javascript X

Years of Experience

2 — 7

Matching Scorecard

- ✓ Required Skills
- ✓ Degree/Years of Experience
- ✓ Preferred Skills

Current/Previous Careers

