

# HOW TO ATTRACT THE RIGHT TALENT IN A COMPETITIVE MARKET?

Amid the complexities of the 2024 job market, recruitment and the HR paper trail behind it have evolved. Business owners and HR professionals are grappling with an influx of applications, yet the challenge remains: how to sift through the quantity to find quality.



**HR** Team, a leader in providing HR consultation and recruitment services across Ireland and the UK, offers invaluable insights into attracting the right talent. It also offers a must-attend webinar on effective HR recruitment strategies.

## UNDERSTAND THE MARKET DYNAMICS

The current job market is saturated, yet paradoxically, finding candidates with the right experience remains a significant hurdle. This contrast underscores the necessity of adopting targeted recruitment strategies beyond traditional approaches.

The "right talent" concept extends beyond matching job descriptions with candidates' skills. It encapsulates individuals who are not only technically proficient but also a cultural fit for the organisation.

This means they share the company's core values, work ethics, and vision for growth. The right talent demonstrates adaptability, a capacity for innovation,

and a collaborative spirit, ensuring they contribute positively to their team's dynamics and the organisation's overarching goals. Identifying such talent involves evaluating tangible and intangible skills that indicate a candidate's potential to thrive within your business's ecosystem.

## HR STRATEGIES TO ATTRACT QUALIFIED CANDIDATES

### ENHANCE COMMUNICATION:

First impressions last. It's crucial to maintain a proactive communication line with candidates. A simple acknowledgement of their application can significantly boost your brand's image, turning even rejected applicants into potential brand advocates.

### STREAMLINE THE HIRING PROCESS:

Efficiency is key in a candidate-driven market. Lengthy interview processes can deter top talent, likely juggling multiple offers. A streamlined approach, with minimal stages and prompt feedback, can keep candidates engaged and interested.

### CULTIVATE A STRONG COMPANY CULTURE:

Studies show that company culture is increasingly becoming a deciding factor for job seekers, especially among millennials. A workplace articulating and living by its values, ethics, and vision is more likely to attract and retain individuals who share those principles.

### COMMIT TO DIVERSITY:

Showcasing your company's commitment to diversity isn't just the right thing to do; it's also attractive to prospective employees. It signals an inclusive and welcoming work environment where everyone has an opportunity to thrive.

### INNOVATE WITH BENEFITS:

Today's candidates look beyond salary. Flexibility in working hours and location, alongside clear paths for advancement and development, are highly prized benefits that can set your offer apart.

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### HR TEAM:

Your Partner in HR Recruitment & HR Services in Ireland and the UK.

HR-Team recognises these market trends and provides practical solutions to address them.

Our webinar, "Recruitment: How to Attract the Right People in an Employee Market," is designed to equip you with the knowledge and methods to navigate this competitive landscape effectively.

This webinar promises to revolutionise your hiring approach with insights on:

### ELEVATING EMPLOYER BRANDING:

This course will teach you practical techniques for enhancing your employer brand and making your organisation irresistible to top candidates.

### MASTERING JOB DESCRIPTIONS:

Learn how to craft job descriptions that speak directly to your ideal candidates, significantly improving application quality.

### OPTIMISING RECRUITMENT CHANNELS:

To maximise your recruitment reach, explore the potential of diverse channels, including digital platforms and social media.

### ENHANCING CANDIDATE EXPERIENCE:

Dive into candidate-centric practices, prioritising a positive and engaging recruitment journey.

### TARGET AUDIENCE:

Ideal for Line Managers, Supervisors, Middle/Senior Managers, HR professionals, and Business Owners looking to attract and retain the best talent.



### EVENT DETAILS:

**Date:** Tuesday, 10th September 2024

**Time:** 11.00am – 12 noon

**Cost:** £85 / €100 (Complimentary for retained clients)

### LEVERAGING HR EXPERTISE FOR SUCCESS

Attracting the right talent requires a nuanced understanding of the current job market, a strategic approach to communication, and an organisational culture that resonates with your ideal candidates. The HR Team's expertise and resources in HR recruitment will help you find the best talent and improve your organisation's operations.

While the recruitment environment of 2024 presents unique challenges, the opportunities for attracting highly skilled, culturally aligned candidates are vast. Adopting a thoughtful, candidate-centric approach and leveraging expert insights from the HR team, your business can navigate and thrive in this competitive market.

**Contact our HR Consultants today!**



# UNLOCK HR SUCCESS IN 2024: ENSURE LEGAL COMPLIANCE WITH OUR HR SOLUTIONS

## WHAT'S INCLUDED IN OUR OFFER:

### Fully Customised Employment Contract:

Our HR experts will provide you with a meticulously tailored Employment Contract that ensures legal compliance and aligns with your organisation's specific requirements.

### Comprehensive Employee Handbook:

Stay ahead of employment legislation with a detailed Employee Handbook, specifically tailored to your unique organisation.

### Personal Consultation Meeting:

Benefit from an in-depth, one-hour online consultation with a senior HR and Employment Law Consultant. We'll work with you to ensure your documentation aligns perfectly with your organisation's needs.

### Bespoke Video Guidance:

Receive personalised guidance on rolling out your contract and handbook to your workforce via a customised video recording from our HR experts.



## THE BENEFITS OF OUR OFFER:

### Legal Protection:

Minimise legal risks and protect your organisation from costly disputes and penalties.

### Clarity for Employees:

Provide your team with clear guidelines and expectations, fostering a harmonious work environment.

### Attract and Retain Top Talent:

Become an employer of choice, a key factor in attracting and retaining the best talent in your industry. Our bespoke documentation enhances your workplace culture.

### Stay Ahead of the Curve:

Keep your HR department fully prepared for the challenges of 2024 and beyond with up-to-date employment contracts and handbooks.

### Pricing:

**Euro Offer Price:** €995 ex Vat  
(Normal Price €1415 ex Vat) – Save 30% – Sterling Offer Price: £850 ex Vat  
(Normal Price €1220 ex Vat) – Save 30%

Pay only 50% upfront. The remainder is due upon completion of your customised documents.

# BREDA'S EMPLOYMENT LAW TIPS



## FIXED-TERM CONTRACTS IN ROI:

**F**ixed-term contracts can be an excellent and safe way of taking on staff for a fixed purpose. Examples include covering various types of leave such as maternity leave, or to fulfil a project.

### TIP 1:

Did you know that The Protection of Employees (Fixed-term work) Act 2003 (Section 6) protects those on fixed-term contracts; specifically to ensure that they are not treated less favourably in respect of their terms and conditions of employment? We recommend that when employers are designing their fixed term contracts that they ensure that terms and conditions are equivalent to those in permanent contracts; with the exception of the duration of employment. For example, when it comes to pay and other benefits.

### TIP 2:

The legislation also states that where there are successive fixed term contracts that these are restricted up to three years. If an employer reaches three years of a successive fixed-term contract, any further fixed-term contract should not exceed 12 months.



### TIP 3:

Where there are successive fixed-term contracts, we highly recommend that employers are proactive in issuing fixed term contracts before the expiry of the previous contract, otherwise the contract may be deemed permanent. Renewal can be done either by way of a clear letter; or a new fixed-term contract. Either way, the dates must be very clear and agreed by both parties.

### TIP 4:

Employers can implement a probationary period within a fixed term contract, however employers should be aware of new regulations that came into effect in December 2022, which stipulate that the probationary period must be proportionate to the length of contract and the nature of the work. In addition, the employee must be made explicitly aware of the details of that probationary period.

## KEY TAKEAWAYS FOR EMPLOYERS

- Where there are change in job duties, a meaningful consultation, or at the very least structured communication would be recommended. This allows for absolute clarity in relation to the expectations of the employee, and also allows for transparency of any employee concerns.
- Employers are advised to express any concerns in the form of structured feedback, and preferably in person, rather than via text or email. Any feedback should be followed up in writing via letter, so there is clarity in relation to areas of improvement.
- Employers, and line managers should ideally receive training on how to manage employee issues. In addition, employers and managers should be very aware of the risks associated with terminations of employment and how to risk assess their case, so as not to expose the organisation to unnecessary risks.
- Whilst the monetary award in this case is not significant, there are reputational implications and employers should be mindful of this when faced with employee issues. Employers should be advised to seek professional HR advice, even if the issue at the time seems to be insignificant.

# THE NEW ERA OF EMPLOYMENT PERMITS IN IRELAND

**G**lobal employment is the hottest topic in the world of commerce. Ireland's comprehensive overhaul of its Employment Permit System at the end of 2023 signifies a shift in the nation's approach to fostering economic growth and talent acquisition. This extensive update, including vital modifications to the Critical Skills List and revisions to salary thresholds, is critical for employers and business owners to understand and adapt to, ensuring compliance and leveraging the opportunities these changes present.

## STAY INFORMED WITH HR-TEAM'S WEBINAR ON EMPLOYMENT LAW BRIEFING

To assist businesses in navigating these changes, HR Team offers a focused webinar on Employment Law Briefing, exclusively tailored for the Republic of Ireland. Our webinar provides a detailed overview of the recent modifications and their potential impacts on business operations.

## WHAT IS AN EMPLOYMENT PERMIT?

An employment permit in Ireland is a legal authorisation allowing non-European Economic Area (EEA) nationals to work legally. The permit system categorises workers into various types based on skills and market needs, ensuring that the influx of talent aligns with Ireland's economic priorities. The system includes permits like the General Employment Permit and the Critical Skills Employment Permit, each designed to facilitate the entry of workers into sectors with a demonstrable shortage of suitable EU candidates.

## CRITICAL SKILLS AND GENERAL EMPLOYMENT PERMITS: WHAT'S NEW?

The latest updates introduced nine new roles to the Critical Skills Occupations List, aimed at attracting talent in fields crucial for Ireland's economic and social development, such as BIM Coordination, Chemical Engineering, and Meteorology. Additionally, the update expanded eligibility for the General Employment Permit to 32 new positions across various skilled trades, enhancing the scope for employment opportunities.

This expansion is not just a quantitative change but a strategic realignment to fill gaps in the workforce. It ensures that

sectors like technology, engineering, and specialised trades can access the skilled professionals they need to thrive. Employers must recognise these changes to capitalise on the broader talent pool available.

## REVISED SALARY THRESHOLDS: A CLOSER LOOK

Reflecting the need to adapt to current economic realities and ensure fair compensation for migrant workers, the threshold for a General Employment Permit increased from €30,000 to €34,000 in January 2024, with further increments planned for 2025. This adjustment aligns with Ireland's economic growth and fosters competitive compensation practices to attract and retain essential skilled workers.

These changes are designed to keep pace with inflation and the cost of living in Ireland, making the country a more attractive destination for international talent while ensuring that compensation remains competitive globally. Businesses must prepare for these increments by adjusting their financial and HR strategies to remain compliant and competitive.

## HOW ARE EMPLOYMENT PERMITS AFFECTING YOUR BUSINESS?

The changes in Ireland's Employment Permit System have profound implications for businesses. Adjusting to the increased salary thresholds requires careful financial planning and HR strategy. Employers must align their salary structures to comply with the new thresholds and prepare for future increases. Maintain a competitive edge in attracting international talent and ensure compliance with regulatory standards with this proactive approach.

Moreover, adding new roles to the Critical Skills list and expanding the General Employment Permit categories mean that businesses have new opportunities to fill talent gaps but also face the challenge of navigating a more complex regulatory environment. Strategic HR management will be key to leveraging these opportunities and avoiding potential pitfalls.

## STRATEGIC HR MANAGEMENT IN LIGHT OF NEW REGULATIONS

HR consultants are indispensable in guiding businesses through these transitions in this evolving landscape. Their expertise in HR documentation and regulatory

compliance is vital for adapting recruitment strategies and employment contracts to meet updated requirements efficiently. HR Team, as a leading HR agency in Ireland, exemplifies this role by providing strategic guidance and support to navigate the complexities of the updated permit system.

Effective HR management involves not only compliance but also strategic planning to anticipate future changes in the labour market and regulatory environment. This includes understanding how shifts in global talent flows and local economic conditions might impact your business and allowing you to prepare accordingly.

## PREPARING FOR FUTURE DEVELOPMENTS

Employers and HR professionals should adhere to ongoing and forthcoming changes in employment law and immigration policies. This includes not only permit-related adjustments but also broader legislative changes, such as the new regulations for the protection of tips and the incremental increase in the National Minimum Wage.

Staying informed is more than a compliance issue; it's a competitive advantage. Businesses that can quickly adapt to new regulations can seize opportunities that others may miss and better plan for long-term growth and stability.

## CONNECT WITH HR-TEAM FOR EXPERT HR CONSULTANCY

Navigate the complexities of immigration and employment permits effectively with expert legal guidance and strategic HR consultancy. HR Team, recognised as one of Ireland's best HR agencies, offers comprehensive services to assist employers in understanding and complying with the latest updates to Ireland's employment laws. Ensures your business remains competitive and compliant in Ireland's dynamic job market with our expertise.

If your business needs to adapt to these regulatory changes or requires assistance with any aspect of HR and employment permits, [contact HR Team today](#). Our professional guidance will help you navigate every step, ensuring your business's smooth transition and continued success in the evolving Irish job market.



# WORK PERMITS AND VISA UPDATE (IRELAND)

## WHAT WILL YOU LEARN FROM THE WEBINAR?

- The importance of a structured recruitment process and the use of relevant selection methods
- An overview of the Work Permit System and what employers need to know
- A synopsis of the various Permit types
- A checklist of what employers need to know when recruiting

## WHO SHOULD PARTICIPATE?

Line Managers, Supervisors/Team leaders, middle/senior managers, HR personnel and Business Owners.

## ABOUT HR TEAM

HR Team is a leading consultancy firm which provides HR, employment law, and health and safety services to employers in Ireland and the UK.

The firm provides employment law and strategic human resource services to business start-ups, SMEs and large multi-national organisations. HR Team has offices in Dublin, Derry and Belfast.

## WHEN IS THE WEBINAR?

**Date:** Tuesday 11th June 2024

**Time:** 11.00am – 12 noon

**Cost:** £85 / €100 (Complimentary for retained clients)

## Do you have an employment law question?

Team HR can help business start-ups, SMEs and large multinational organisations. Call to speak to us today on any aspect of employment law or strategic human resource services.

Tel from ROI: 01 695 0749, or from NI: 028 71 271 882. Alternatively, contact us via email: [hello@hrteamgroup.com](mailto:hello@hrteamgroup.com)

# HR DOCS SOFTWARE DELIVERS 'COMPLIANCE AT A CLICK'

Employers can now ensure employment law compliance more efficiently and cost-effectively than ever before, thanks to new HR software [hrdocsonline.com](https://hrdocsonline.com).

**HR** Docs is a full library of template documents created by experts at leading UK and Ireland human resources and employment law consultancy, HR Team.

[hrdocsonline.com](https://hrdocsonline.com) makes human resources best practice easy and affordable by providing instant access for employers to all the professional HR template documentation they'll ever need to achieve employment law compliance in NI, GB or the ROI.

Users of the software can quickly download template letters, policies, scripts, expert explainer guides, and more to handle any given workplace scenario.

Once the templates are downloaded, staff and organisational details can

be easily added so that employers are assured they are creating professional and fully compliant documents without the need for immediate HR consultancy or additional expert advice.

Martina McAuley, HR Team Director, says [hrdocsonline.com](https://hrdocsonline.com) is designed to drive efficiency in HR management for employers and managers in organisations of all sizes by allowing them "to act quickly and compliantly" when dealing with employee issues.

"HR Docs software has automated the process of day to day HR management by allowing employers and managers to simply login, and instantly locate and download template letters, policies, scripts, and much more, when they need them.

"The full library of template documents has been meticulously compiled



**"The library is constantly updated to ensure it contains only the most up-to-date and legally watertight documentation."**

by highly experienced employment law and HR professionals at HR Team. The library is constantly updated to ensure it contains only the most up-to-date and legally watertight documentation. This will not only save only time and money for employers, but also provide peace of mind that any documentation issued to employees is protecting their organisation against costly tribunals."

Ms McAuley revealed that [hrdocsonline.com](https://hrdocsonline.com) is the first of two human resources software tools to be launched by HR Team,

which has its headquarters in Derry- Londonderry.

"We are currently in the final testing phase of HR Leave Hub, a comprehensive leave management tool designed to make managing leave super simple for employers. Many of our clients are very excited about this new software which we plan to launch in early 2023."

[Hrdocsonline.com](https://hrdocsonline.com) offers a 'Try Before You Buy' option by providing access to your first 5 documents absolutely free. For more information visit [hrdocsonline.com](https://hrdocsonline.com).





If you require further information, please do not hesitate to contact HR Team.

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