

# Strategies to Exceed Job Seekers' and Employees' Expectations

Employers need to exceed expectations to attract and retain highly skilled talent. From remote work to competitive compensation, these are some top strategies to boost hiring and retention.

## Increase Compensation and Benefits

Many employees want higher pay and better benefits due to inflation. Giving raises and additional benefits can reduce turnover and help companies stay competitive.

### Average salary per year in the US for: <sup>1</sup>

Financial Specialists	\$92,290
Financial Managers	\$166,050
Market Research Analysts & Marketing Specialists	\$78,880
Marketing Managers	\$158,280
Computer Support Specialists	\$64,410
Computer Support Specialists	\$64,410
Computer and Information Systems Managers	\$173,670
Human Resources Specialists	\$73,080
Human Resources Managers	\$145,750

<sup>1</sup> U.S. Bureau of Labor Statistics, May 2022 National Occupational Employment and Wage Estimates United States.

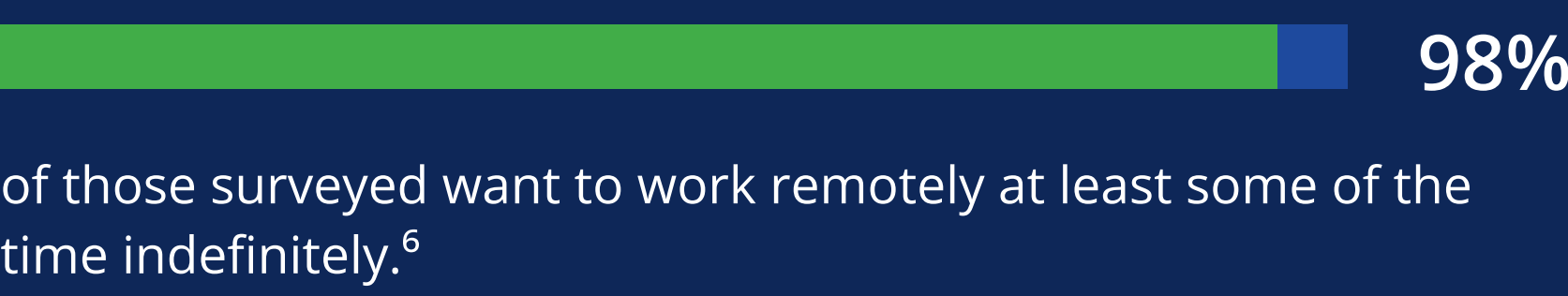
### DMV averages: <sup>2</sup>

Financial Specialists, All Other	\$111,770
Financial Managers	\$182,520
Marketing Research Analysts & Marketing Specialists	\$93,480
Marketing Managers	\$175,830
Computer Network Support Specialists	\$90,830
Computer and Information Systems Managers	\$186,890
Human Resources Specialists	93,140
Human Resources Managers	\$168,020

<sup>2</sup>U.S. Bureau of Labor Statistics, May 2022 Metropolitan and Nonmetropolitan Area Occupational Employment and Wage Estimates Washington-Arlington-Alexandria, DC-VA-MD-WV.

## Offer Work-From-Home Full or Part-Time

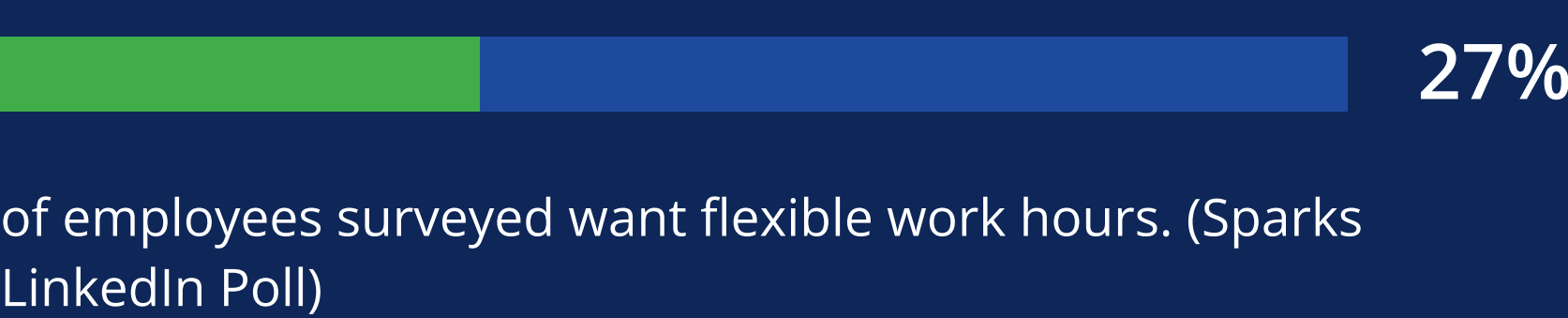
Letting employees work remotely can boost retention. It also lets employers expand their talent search beyond their local area and reduce in-office-related expenses.



<sup>6</sup>Buffer, State Of Remote Work 2023, Surveyed 3,000 global remote workers.

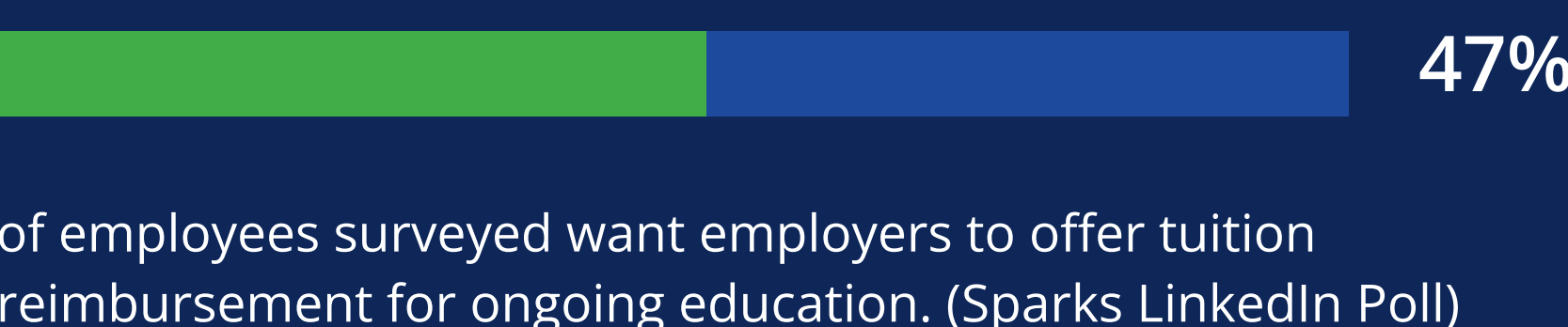
## Prioritize Work/Life Balance

Employees working themselves to the point of burnout negatively impacts their mental health and ability to do their best work. Providing flexible work hours and encouraging them to take time off to vacation, spend time with family, complete errands, etc. lets them return to work feeling refreshed and less stressed.



## Give Professional Growth Opportunities

Offering growth opportunities like tuition reimbursement and access to online courses builds trust. Employers can dedicate a few hours each week for employees to learn new skills and implement them into their roles.



Check out these online courses, certifications, and more for various industries:

LinkedIn Learning	16,000+	online courses
Udemy	213,000+	online courses
Coursera	5,400+	online courses

## SPARKS GROUP

Take a strategic approach to your hiring and retention process with Sparks Group. Request a consultation to work with a staffing and recruiting expert for your talent management needs.

REQUEST A CONSULTATION