




HUMAN RESOURCES MANAGEMENT


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Follow us:  

PO Box 385
Hainesport, NJ 08036

 (609)-386.0944

 info@laahr.com

 www.laahr.com

NICHE VS. GENERALIST RECRUITERS

WHY HIRING A NICHE TALENT SEARCH SPECIALIST IS BETTER THAN CONTRACTING A CLASSIC “GENERALIST” RECRUITING AGENCY?

By Mark A. Lema, MHR, SHRM-SCP, SPHR, June 22, 2020

It is said that we will never go back to normal after this pandemic, but I’m very happy to see clients in a variety of industries begin to recover and resume business. Many are starting to rehire talent that had been part of their teams, while others search for new candidates with better skills and greater experience.

As employers begin to face the challenge of recruiting the best talent available, many have reached out to us to help them with their unique bilingual HR needs; therefore, I want to write about the benefits of choosing *niche recruiting* over a traditional generalist “do-it-all” type of recruiting agency that covers a broad range of job functions, skill sets, industry sectors, and/or locations. Niche Recruiters or Niche Search Consultants are different in that they usually focus on a specific job function, skill set, industry sector, or location or demographics. This is particularly useful for those looking to boost their diversity efforts.

There are many compelling reasons for hiring a niche recruiter, chiefly among them is that they are more likely to know how to navigate the niche communities in

which they specialize and find the right candidate. If they’re immersed in a specific community, they’ll have a good idea of where those candidates hang out socially and professionally, and how-to best approach them and entice them with a new and better career opportunity.

Furthermore, niche recruiters are also knowledgeable about the salaries, career development, and hiring challenges within that specific niche. In most cases, the recruiter will have personal knowledge of the job requirements, having been part of that industry with the “know-how” required to effectively screen candidates.

The most important aspect about niche recruiters is that, in most cases, they **maintain and own their own database of potential active and passive candidates**, a resource they have been feeding, updating, and maintaining for many years. This proprietary database gives the niche recruiter a huge advantage over the “generalist” because we can tap into these candidates immediately, as a first sourcing step, and come up with a short list of pre-qualified candidates in no time.



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Because our services are so targeted, niche recruiters are not merely motivated by filling vacancies; we are also interested in building long-term relationships with our clients and candidates. Repeat business is what drives us, and as your company grows we continue to fulfill your recruitment needs, reacting to industry trends and market forces.

We closely follow our candidates' careers as well, making sure that we are in the right place to find new opportunities for them when they're ready to move on. For example, many of the candidates and consultants we work with choose not to post their CVs on job boards, as working directly with us exposes them to all relevant clients and opportunities which suit their skill sets.

If the position you need to fill requires a specialist skill, such as proficiency with specific HRIS software known only to a few people in the market, we know which companies have staff with these skills and can target these candidates.

We have a broad updated network of bilingual (English/Spanish) HR professionals who can fit your budget.

Niche recruiters use their specialization to not only help their clients drastically cut their time-to-fill, but also help them establish a pipeline of pre-qualified, pre-screened talent to tap into when needed. There is no question that when you hire niche recruiters who work together with you as your strategic partners, who are experts in their fields of specialization, you and your organization will be better off than with a do-it-all search agency that has no specific focus.

About Mark Lema

Mark Lema is the Founder and CEO of [LAAHR HUMAN RESOURCES MANAGEMENT \(LAAHR\)](#), a NJ-based Human Resources Consulting and Outsourcing firm specialized in providing a full range of tailored HR Solutions to small employers and startups nationwide through on-site and outsourced services.

A segment of LAAHR Services focuses on the recruitment and placement of talented, qualified **Bilingual (English/Spanish) Human Resources Professionals** nationwide. LAAHR is the **ONLY** firm dedicated to this specific niche.

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