



# THE GEN Z TALENT ATTRACTION PLAYBOOK.



*This could change how you hire forever.*

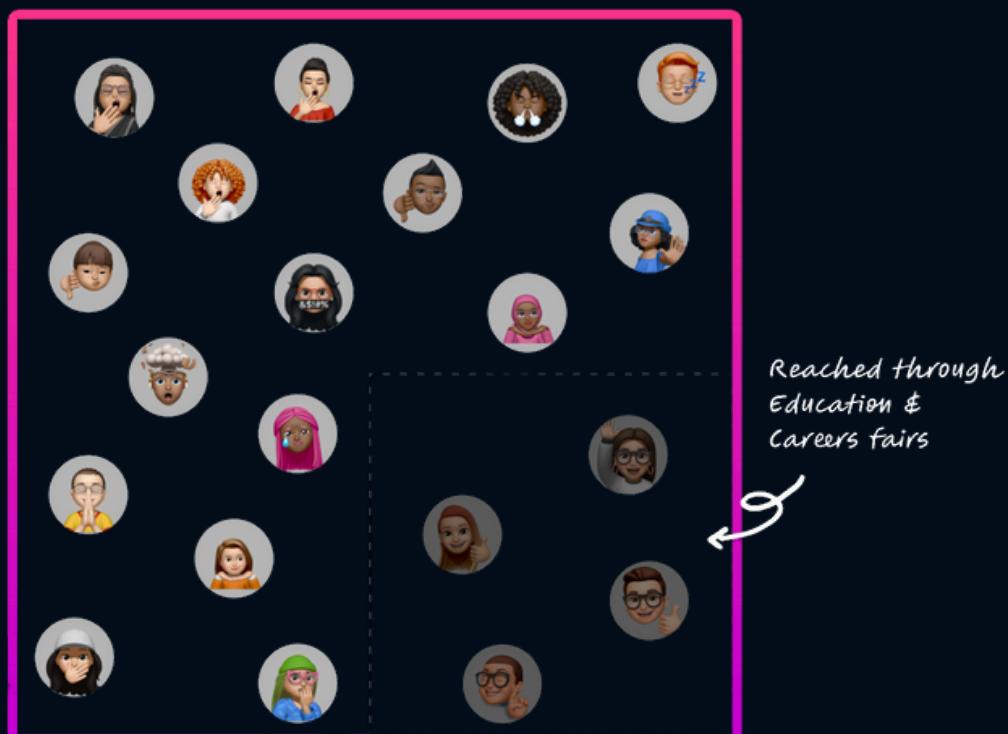
# GEN Z WELCOME TO THE TALENT ATTRACTION PLAYBOOK

**79% of young people leave School, College & Uni confused on their next steps.**

And I was one of them. Despite careers fairs and 'enrichment' sessions, I **never felt anything really spoke to me** and was presented in a way that I could understand it.

So I decided to do something about it and joined urfuture, building a **personalised career and job discovery experience** that scales for millions of young people.

Now, I'm handing you the blueprint we built to fix this problem - so your brand can be part of the solution.



# So, hey... I'm Holly Hobbs.

Co-Founder & Chief Growth  
Officer @ urfuture

I'm bringing you the no bullsh\*t how-to's for attracting my generation into work - because right now, there's a huge disconnect between Gen Z and employers.

This is for you if ↓

- ✓ You're not attracting diverse candidates
- ✓ You're not getting quality applications
- ✓ You're struggling with low (or too many) applicants

There are candidates out there - they just can't find you, don't know where they fit, or think they need A\*s and experience to apply.

In this ebook, I'll show you:

- ✓ What makes Gen Z tick, click & stick
- ✓ Why your funnel's not broken - just fragmented
- ✓ How u could x3 applicants from ur target demographic
- ✓ 4 quick wins to cut through the noise

Why urfuture?

- 100k+ social following, featured by DfE, interviewed the PM
- Worked with Amazon, British Gas, Deloitte, BT & more
- Gen Z Employer Branding Specialists

We don't just talk the talk, **we walk the walk.**  
Let's get cracking!

Holly



# The context ↓ the way young people engage with brands has changed...

We're living in the **attention economy**.

And employer brands are lagging behind.

**Here's why it matters:** Gen Z's attention = currency.

It's limited, competitive and it decides what wins.

And our attention is earned - never expected.

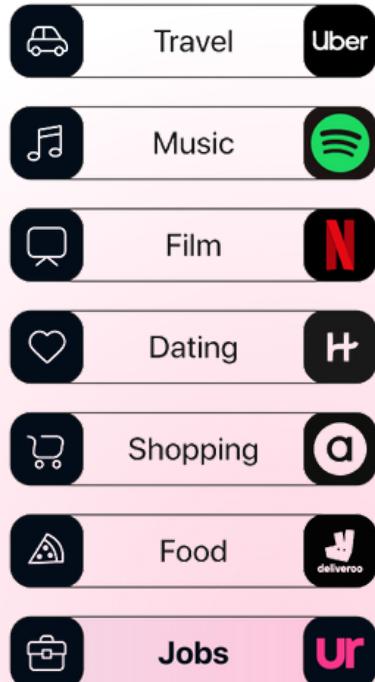
We've learned to scroll fast, filter noise, and only pay attention to what feels relevant, useful, or entertaining. We're now finding jobs like we find creators: in-feed, on demand, and on our terms.

- ✗ Job boards are noisy
- ✗ Careers pages are buried
- ✗ Long forms = instant drop-off

If your brand isn't showing up where we scroll, you're invisible.

But most employers still compete the old way.

Build for attention (not just information) and... **you'll leapfrog everyone else.**



# The context #2 ↓ the way young people stay loyal to brands has changed...

The next wave? **Personalised everything.** 76% of Gen Z expect brands to understand their needs & deliver customised experiences.

Our feeds know what we want before we do. Spotify plays songs we didn't search. TikTok teaches us what we didn't know we needed.

It's personalisation. And it's not a bonus. It's the new **baseline**.

Why this matters for hiring:

**Gen Z expects discovery, not digging.**

Clunky job boards? Instant scroll-past.

If it feels made for us, we **engage**. If it's generic, we **ghost**.

**The flip:**

Old model → *Search* → "Here's a job. Come find it."

New model → *Serve* → "Here's what fits you - based on who you are."

You don't need to make an algorithm

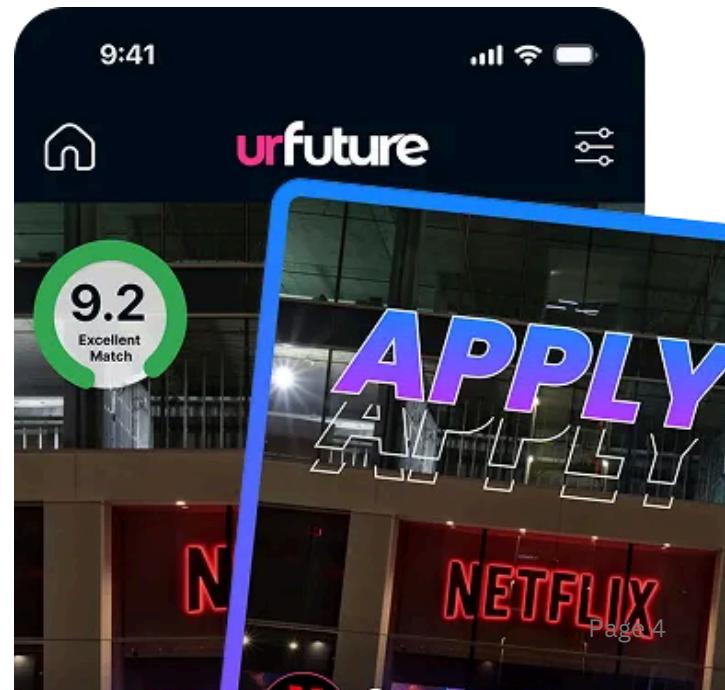
You need the **mindset**:

- Make it personal
- Guide, don't gatekeep
- Recommend, don't just list

Tailored = trusted.

Effortless = action.

Now, onto the 4 steps of  
attraction to get clear on.



Step 1

# What makes ur target audience tick...



## Most employers get Gen Z wrong.

They think if they just add a pool table and pizza night to their perks, Gen Z will come running and stay loyal. But, it's just not the case!

Here's what we actually look out for:

### 1. Pay

- Is it fair, transparent, and enough to actually live well?

### 2. Pride

- Does this align with my values?
- Am I proud to say I work here?

### 3. Perks

- How is my wellbeing outside of work considered?
- Can I live my life, not just live to work?
- Can I invest in my future?

### 4. Pursuit

- What's the purpose of my work?
- Why does it matter? Will I feel fulfilled?

### 5. Progression

- Am I growing? Where does this path lead to?

Step 2

# What makes ur target audience click...

**Gen Z Don't Move in Funnels. We move in Spirals.**

The attention economy changed everything.

Our path to conversion isn't linear - it's layered.

**Meet me and my team** - we're all Gen Z:

**Me (22)**, Entrepreneur

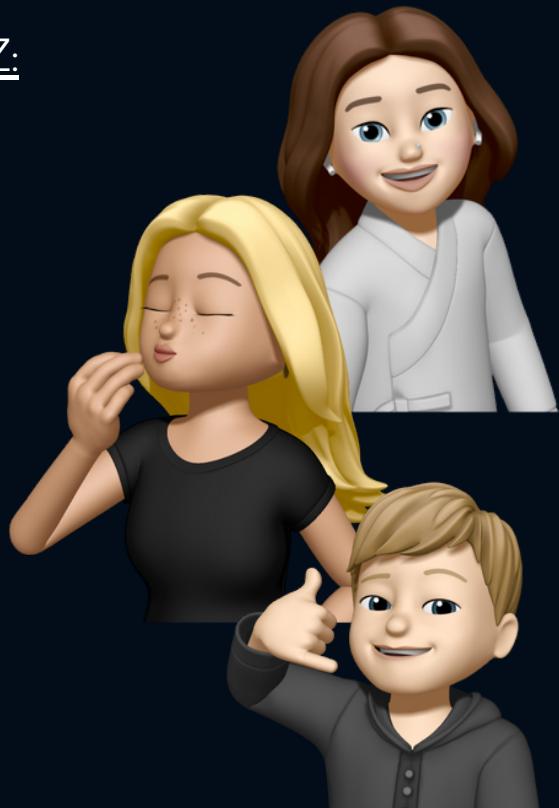
- Lives on Instagram, loves podcasts
- Converts via values + influencers

**Sara (20)**, Just entered her twenties

- TikTok + Snapchat queen
- Converts via vibe + personal taste

**Owen (18)**, Fresh out of college

- TikTok + YouTube first
- Converts via trends + friends



**Gen Z spans 13-28.**

If you treat us as one block, you'll miss most of us.

**The old funnel:** See job → Apply → Interview → Hire

Linear. Predictable. Employer-led.

**The reality now:** Discover → Lurk → Engage → Trust

→ Recommendation → Apply.....Messy. Multi-touch. Scroll-led.

So, get clear on who ur targeting. And spend time on those platforms only - you don't need to be everywhere.

Step 3

# Where ur target audience flick...



**Doom scrolling. We do a lot of it...**

In fact, we flick our thumb for an average of 3 hrs a day!

So now you know who ur audience are and where they flick, it's vital you pour into these platforms because...

**✓ ur social media is ur new careers site.**

Gen Z care more about ur online presence than ur website. Including if you show up in AI search.

**That's why I chose this username.**

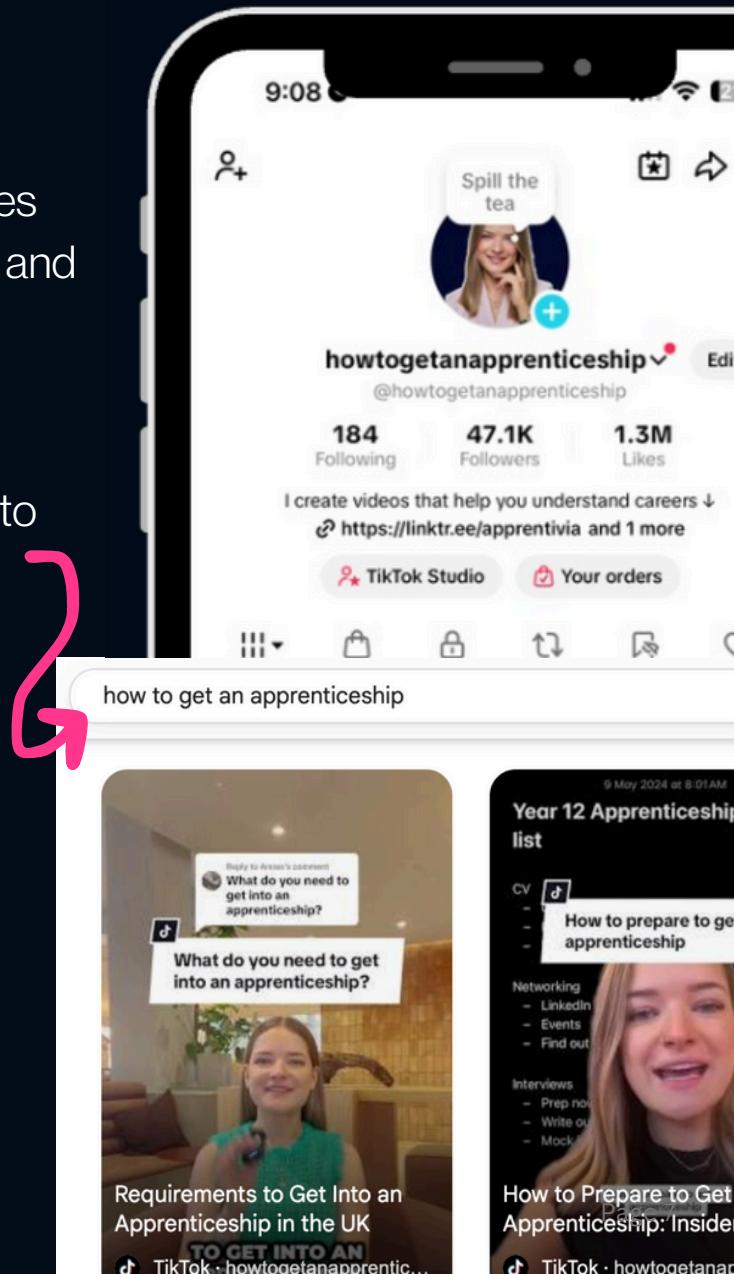
And keep all my videos under 2 minutes including key words in the description and captions.

Because not only are TikTok, IG and YouTube search engines, they feed into other search engines (google and AI).

My tips for content for any platform (even ur website) to come...

**If you can't have brand pages:**

- Use influencers or do ADs
- Utilise platforms that can create and post for you.



Step 4

# What makes ur target audience stick...



**This is ur concise 101** on creating content that resonates with Gen Z and sparks emotions that makes them inspired to take action.

## 1. The Hook

- You only have ~3 seconds to grab a young person's attention. Whether it's a video, email, or presentation - base it on anything to do with Health, Wealth, or Relationships.

## 2. Don't overproduce

- Employer branding used to rely on big production shoots- now vertical iPhone shots feel most authentic and resonate best.

## 4. Start with the basics

- Turn your website basics into video- like I did with British Gas. Share how-to's young people don't know to guide them through your process.

## 3. Utilise current employees

- To scale, empower employees to create content- it's cost-effective, consistent, builds skills, and shares authentic stories people buy into.

## 5. Prioritise short form videos

- Short-form video is the fastest, most cost-effective way to grow online- and it's how young people search today. Keep videos under 90s.

## 5. Care abour ur process after content

- When young people feel activated, they act fast- make your process lean, simple, and barrier-free (e.g. drop CVs - which has many other benefits).

# Let's talk ROI ↓ the proof is in the pudding...



When building campaigns always make sure to track ROI.

## **What does ROI actually look like for you?**

When you get Gen Z's attention, you don't just get views - you get:

- ✓ The right quality and quantity of candidates
- ✓ More diverse, high-potential hires
- ✓ Lower dropout + faster time-to-hire

## **But how do you measure success?**

It's not straight forward and can often be hard to track but use trackable links where you can, ask those you work with for stats beyond views and conversations tracked off the back of the campaign.

The best way to track is to use a platform that has sign up functionality and has oversight of user journeys post social media...  
More on that later!

This isn't just marketing fluff. It's measurable. Like this ↓

**I've built successful social media recruitment marketing campaigns for the likes of** Amazon, BT, Volkswagen Group, Berkeley Group to British Gas and DHL Supply Chain.

**Ultimately**, success looks different for each organisation and it's up to you to decide ur why beforehand. **Here's one we made earlier...**

# Case study ↓ Results with British Gas.

## Objective:

Increase quality female applications & hires.

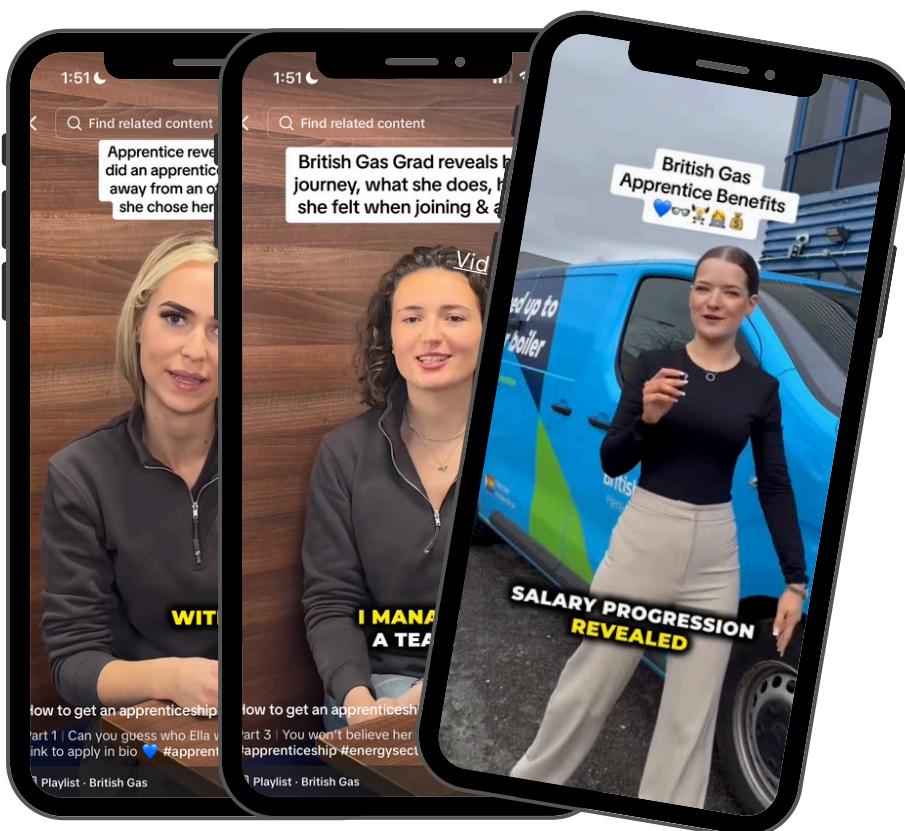
## Results:

- Hires from us made up **~20%** of the 2024 cohort.
- **300% increase in female applications.**
- Most viewed page on centrica.com for 2 days.

Watch the content made with British Gas [here](#).

"We partnered on a campaign to attract more female candidates into our apprenticeship roles. We saw some fantastic results – with the visits to our campaign landing page overtaking visits to our website homepage over the 48 hours after go-live. We are already partnering again with more exciting builds."

Claire - British Gas



 **Views:**  
601,100

 **Clicks:**  
2,500

 **Hires:**  
45

# Steal our formula ↓

## How we did this...



### **What a leading social funnel actually looks like:**

This is how we convert attention into action - by meeting Gen Z where they scroll, then guiding them to apply without pressure.

We do it by combining 4 key elements:

#### **1. Multi-channel reach**

- 3 TikTok accounts, influencer content + ads.  
Familiarity builds trust. Click to view TikTok [1](#), [2](#) & [3](#).

#### **2. Repeated touch points**

- Most young people don't convert on the first view. So, we have multiple content pillars to educate, entertain and inspire.

#### **3. In person activations**

- We do things differently in person - we're taking the streets on Alevel results night with pink smoke and stickers in major cities doing interviews there and in schools.

#### **4. Seamless online journey**

- Our app is the final step. The experience feels consistent with our social media and it helps young people discover their strengths + fit better than they could describe themselves. They feel understood and gain value - so they convert.

### **Want results like 600k views and 300% female applicant inc?**

Don't just post content - build a journey and brand they follow.

Or let us do the hard work for you.



Context #3 ↓

# So, how does urfuture work? 🙌

Here's how we have built the first app to provide algorithmic job recommendations:

## 1. Organic discovery

- We don't wait for young people to find ur job. We meet them where they scroll - TikTok, Reels, Snap, YouTube - with content that actually gets watched. Think career storytelling, not ads.

## 2. Friction-free sign-up

- Our app (iOS, Android, or web) takes 5 minutes to join - no CVs needed. Candidates complete a gamified career match to unlock insights about their fit.

## 4. Personalised career matching

- They get a tailored breakdown of where they fit, why, and what to improve - so when they apply, they're aligned and ready.

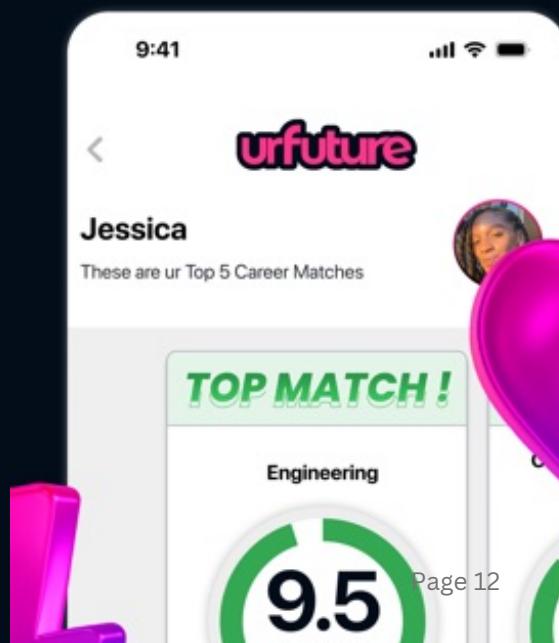
## 3. Role recommendations (not random listings)

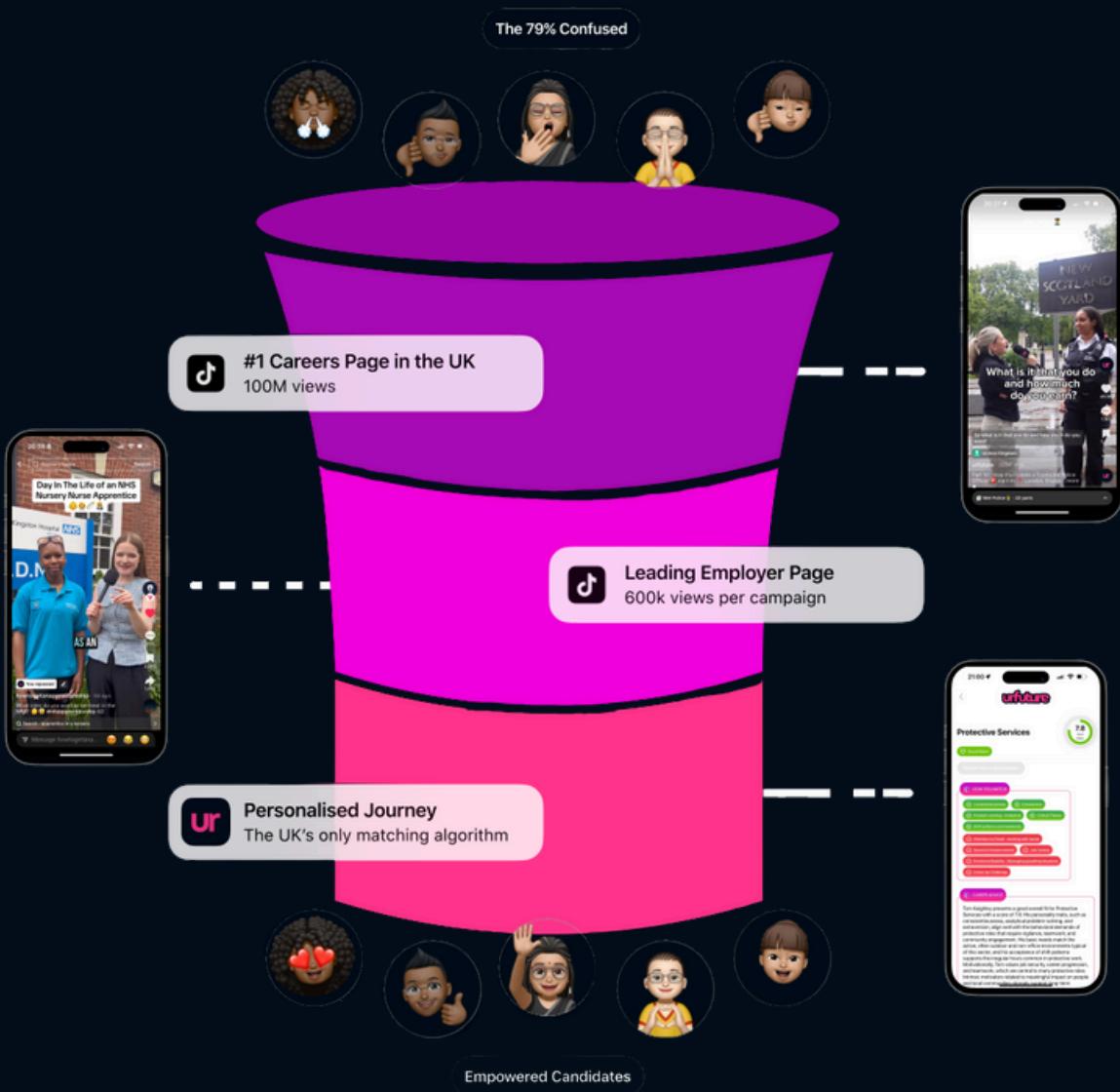
- Our behavioural science algorithm serves swipe-friendly roles tailored to their profile - helping them discover careers they didn't even know existed.

**REMOVE  
CONFUSION**

## 5. Instant, human connections

- Forget email chains. Candidates chat directly with employers via in-app messaging fast, friendly, and Gen Z native.





Don't have the capacity to implement?  
**Let's chat further...**

**We've built the data base and personalised platform so you don't have to!** This is ur invite to request a call in my diary [here](#).



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Clients already signed:



# Let's Recap ↓ ur checklist...

## 1. Show up where they scroll

- Post consistently on platform of need
- Ditch the job ad tone - create short, searchable content
- Run story telling style ads that spark emotion

## 2. Build familiarity before asking for action

- Plan multi-post content series (not just one-offs)
- Focus on educating + entertaining - not just promoting roles
- Use employees or influencers Gen Z relate to

## 4. Simplify the sign-up

- Kill the CV barrier: allow sign-ups without them
- Make first steps fast - under 5 minutes
- Use mobile-first journeys (Gen Z prefer using mobile)

## 5. Personalise the experience

- Get crystal clear on ur audience
- Avoid generic listings
- Offer education and advice on roles

## 6. Make applying feel human

- Enable in-app or instant messaging, not email chains
- Let candidates speak with real humans (or video intros)
- Speed up response time

## 7. Don't try to build this all yourself

- Partner with creators Gen Z already watch
- Look for built-in content, data, and matching tools
- Utilise internal ambassadors

Best get cracking!



THANK YOU  
FOR READING.

If you got this far (I hope so) drop me a **Rocket emoji**  
on Linkedin message for an **extra gift!**