



HR Champions
HR & Training Solutions for Growth

Top Tips for Recruitment

Chloe Errington-Spurr

Top Tips For Recruitment

- Be clear that you need and want to recruit – what does the business need?
- Remember your workforce planning
- What type of candidate are you looking for – 57% of new hires are not working out in any aspect of their role and business area
- Use a weighting system for your CVs and interviews – 46% of hiring managers struggle to differentiate between candidates
- Determine your route to market BEFORE you start
- Ensure your company has a clear brand, why should people work for you?
- Clear job adverts

Managing your Stakeholders

- Top tips
 - Create realistic job roles
 - Determine if an external hire is needed
 - Control the process
 - Ensure all stakeholders are responsive
 - The right person needs to give feedback
 - Your managers need to be trained, confident and competent to interview
 - Ask line managers to write the job descriptions

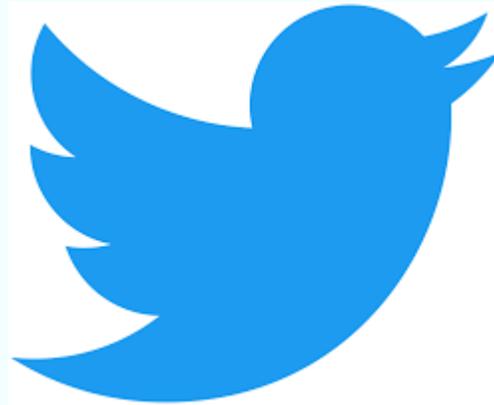
Job Specifications & Descriptions

- Be clear so that the wrong candidates de-select themselves
- They should reflect your employer branding
- Include salary & benefits
- Your job descriptions should be new each time
- This should be a working document that remains and evolves with the role.

Job Adverts

- Key to a successful recruitment campaign
- Avoid cliché language or language that doesn't translate
- Reflects employer branding and reality
- Your advert must be legally compliant
- Try an alternative format – industry specific relating to your employee branding
- Candidate expectations – 2021 LinkedIn employment study

Good Job Advert Links & Bad Job Adverts



Marketing and Advertising Vacancies

- Internal communication is key
- Use analytics to show the routes to market that work for you
- Don't make the advert too long
- Personalise the advert
- Be creative

Routes to Market

- Job boards
- LinkedIn
- Recruiters
- Head-hunters
- Network
- Internal recruitment initiatives
- Trade magazines/publications
- University's/schools & Colleges

Routes to Market – Recruiters and Head-hunters

| Head-hunters | Recruiters |
|----------------------------|------------------------------------|
| Retention & final fees | Contingent (no hire, no charge) |
| Specialist | Varying costs: 10 to 23% of salary |
| Expectation of exclusivity | Preferred Supplier List (PSL) |

Top Tip



Proactively manage these suppliers

How to get the best out of your Recruitment Agency?

- Give recruiters a break
- Clear, open, honest communication, trust
- One person managing the process
- Be mindful of your terms and theirs
- Review your PSL
- Rejected candidates
- Tightly manage the process
- Remember you're the client

Routes to Market – Job Boards

- Research the different ones
- Don't over filter your searches
- Job board users are actively looking or open to new roles so treat them with urgency
- Check periodically throughout the day
- If using for advertising not searching, your ads need to match your employer branding and you need to stand out from the crowd

Routes to Market - LinkedIn

- InMail's need to be attractive and relevant
- Join groups to search and contact potential candidates
- Update your company page
- Use open searches but make use of the filters to narrow the list
- Beware of LinkedIn algorithms

Routes to Market - You & Your Business

- You are your greatest asset
- Google Reviews
- External network
- Internal recruitment
- Incentives

Top Tip



Regularly review your Google /
Indeed reviews

CV Management & Review

- Keep for three months due to timeframe for tribunal claims
- Note why the candidate is suitable or unsuitable ready for feedback
- Consider gaps in CVs, they aren't always negative
- Use a fair weighting system
- Track your CVs

Top Tip 

Have clear, professional & consistent de-selection criteria

Digital Hiring

- Changing landscape of recruitment
- Benefits
- Analytics
- Psychometrics
- Useful tools

Top Tip 

Breathe HR system – the recruitment module