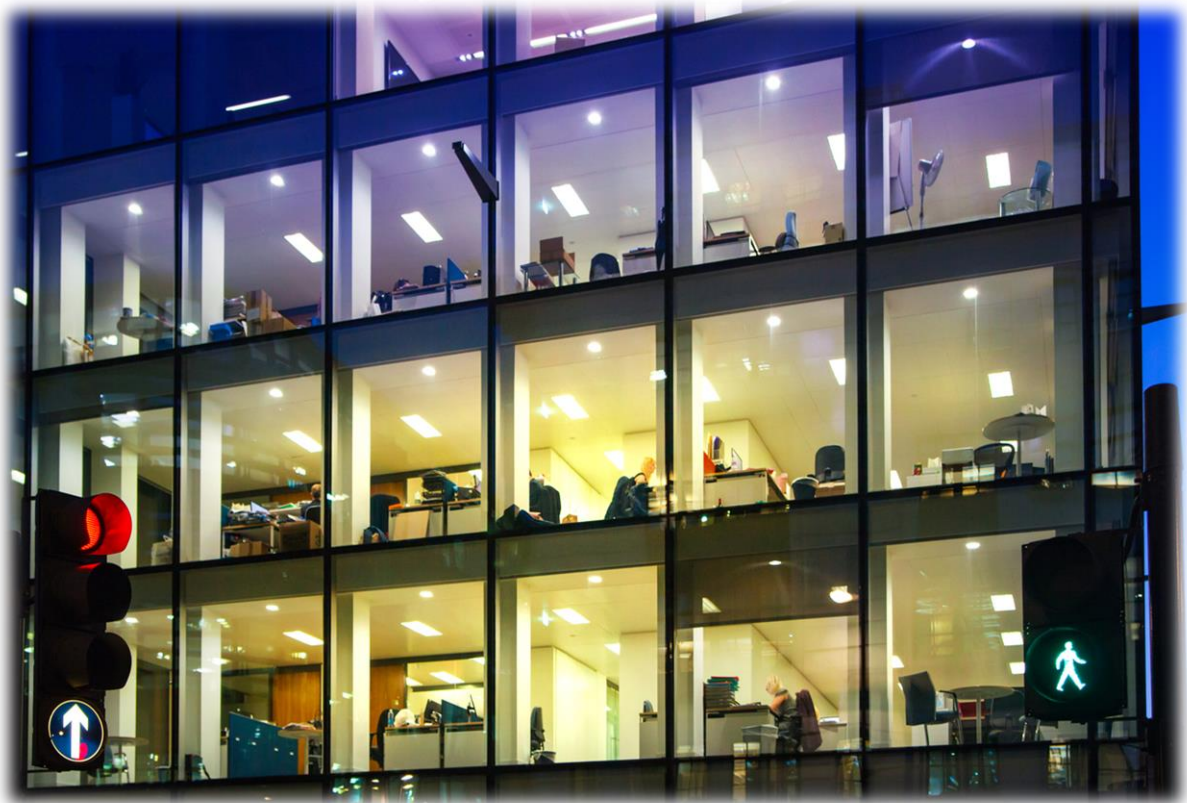


Max**Ad** Intelligent Online Recruitment

How To Recruit Better in 2019



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In a *full employment economy* great candidates are scarce. Even when you find them, they are hard to secure for your vacancy due to the current abundance of job opportunities on offer. That won't change anytime soon!

Be prepared. Read our [Guide to Recruiting in 2019](#)

1. Candidates – Let's Understand Their Perspective

Let's be clear on one thing, Job Seekers are in the driving seat not YOU!

Multiple opportunities – they can afford to be choosy!

Internet job searching is fast and straightforward – it is easy to apply to multiple opportunities

Candidates are receiving job opportunities across multiple channels:

- **Employee Referral**
- **Company Vacancies** – have you got a Website Careers page?
- **Online Job Advertising** (100's of UK Job Boards)
- **Social Media**
- **Recruitment Agency**



The good news is that as soon as you accept this then you are on the road to successful recruitment. You will understand why:

- Your culture & vision needs to match the job seekers
- Candidates move fast – you have to keep up!
- You may need to engage with more than one recruitment channel?
- You won't get a 2nd chance to make a great 1st impression – don't blow it!

To compound your challenge the workplace is changing. Individuals are now also considering an improved work/life balance – Freelance / Contract / Interim job types are growing fast.

Start thinking about the **CANDIDATE JOURNEY** to joining your company.

2. Clients – Seek Knowledge & Insight

Clients are increasingly frustrated. Your business is growing, yet the *scarcity of candidates coming your way is maddeningly frustrating.*

You are pushed for time and wish to know WHY you can't find the desperately required individuals in order to make corrective decisions.

This frustration manifests itself in a desire for:

- **Tighter Control** (of the E2E recruitment process)
- **Immediacy** (need CVs fast)
- **Visibility** (candidate pipeline v recruitment expenditure)
- **Understanding** (knowledge / insight)
- **A knowledgeable Supplier** (able to provide genuine advice and knows your market)

Yet, at the same time you are busy running your business and need to minimise hassle and contain costs.

- **Cost** - recruitment spend disappearing into a black hole with no CVs being generated?
- **Hassle** - recruitment process; chasing up applicants; shortlisting CVs
- **Time** - who is owning the filling of the vacancy (hiring manager / HR)?



How strong are your internal systems and processes that manage these key sources of frustration and maximise candidates?

Technology makes it easy to run job advertising but are your follow on processes aligned to provide an agreeable End 2 End candidate journey? *Focus on the Candidate.*

3. Candidate Journey

Have you thought about creating a relationship with your *future* employees NOW?

Is your company positioned as a Thought Leader in its sector?

Talent Pooling – Do you have a system of tracking every applicant to your company, tagging their skills for future vacancies, and engaging with them via newsletters etc.?

Company website – what is it saying to potential employees (vision / culture / successes / employee testimonials / career progression?).

Consider too your company page on Glassdoor / Linked In?



4. Talent Attraction

A Multi-Channel approach ensures your vacancy is seen by the widest relevant audience:

- Employee referral scheme
- Company website careers page
- Promote via Linked In company page and social media
- Advertise* across ALL the premium online Job Boards (or miss 80% of job seekers!)
- Networking at industry events and existing customers
- Specialist recruitment agency (beware of high fees)

*Take care to write a truly compelling vacancy advert – not just another advert seeking a 'committed ambitious qualified individual' etc. *Why would a brilliant individual apply to a lackluster advert?*

Remember too that *no single 'catch all' job board dominates UK recruitment*. The highly fragmented and sophisticated UK Job Board marketplace ensures plenty of choice of where to place your job advert. Unfortunately, the downside of this proliferation of online Job Boards means that to ensure your money is well spent, you must research thoroughly or risk wasting time and money placing your advert in the wrong place!

The other key consideration is that to achieve your objective of reaching the maximum target audience it will be necessary to advertise across as many relevant job boards as you can afford. Identifying them is your next step - research!



As discussed earlier the recruitment process moves quickly – review and contact applicants daily (your competitors are!)

- **Review applicants at least twice per day**
- **Contact them immediately by email and phone**
- **Follow up within 24 hours if not heard back (emails may get caught in spam)**
- **Conduct Initial telephone / email screening within 48hrs to establish initial fit**
- **Ascertain if they have other interviews scheduled**
- **Calendar face to face interview for the earliest possible date (within 1 week)**
- **Line up your interview 'team' and agree selection criteria**

Your time is likely to be at a premium so schedule regular time slots to manage the above process which takes about 20hrs per vacancy.

5. Interview and Onboard

First impressions count:

Interview:

- Email interview confirmation, format, and travel/parking directions
- Ensure a tidy reception and office environment – a welcoming environment!
- Interviewers – be prepared, read CV, prepare questions
- Engage with interviewee - what makes them tick?
- Listen more than talk – it's about them remember!
- Speed – minimise delays between 1st and 2nd interview

Job Offer:

- discuss with the applicant face to face during the interview
- obtain verbal acceptance if possible
- put offer in writing immediately

Onboarding:

- Keep in contact post interview and prior to start date
- Engaged, committed, welcoming, friendly
- Is the Company living its values?



6. Processes and Technology

A Multi-Channel engaged approach to recruitment requires an efficient process.

Are you tracking and engaging applicants on every stage of their journey to your company?

Are you building a talent pool for future vacancies?

Are you getting lost in spreadsheets to manage your recruitment? Why not investigate the benefits of using a Talent Management platform – MaxAd can provide either a managed service OR your own 'plug and play' Saas based TM platform.