

RECRUITMENT - INTERVIEWER



The recruitment and selection process is key to an organisation, not only for the successful candidate but for the reputation of the business.

This guide discusses how to improve the candidate experience, how to ensure you are reaching the right people and how to avoid many of the pitfalls.

What you need to know...

Recruitment isn't easy

Don't hang around, good talent will go! Candidate experience from the beginning of the process is key.

According to [G2](#):

- 75% of candidates will research a company's reputation before applying
- 60% of candidates will quit in the middle of applying if the form is too lengthy

Glassdoor UK states that the average length to hire is **27.5 days**.

Things to consider

-  EVP (Employee Value Proposition) messaging is key – it should be consistent, clear and everyone should know it.
-  What recruitment channels are available – website, social media, employee referrals, agencies.
-  Utilise technology available to you.
-  Consider Diversity and Inclusion, make sure this is at the heart of your recruitment process.
-  Preparation is key. What are your competitors offering? What are candidates not coming to you or turning down your offers?
-  Remember that discrimination legislation applies during the recruitment process

What you need to do...

Define your Employee Value Proposition and use that to your advantage!

Top Tips:

1. Prioritise candidate experience
2. Make your application process as user friendly as possible
3. Use technology to your advantage
4. Promote remote work arrangements
5. Seek an embrace diversity
6. Plan in advance and act quickly

Pitfalls of recruitment

- Not spending enough time thinking through what you really need
- They are like me and hiring like for like
- Failing to be open minded to flexible working and/or reduced hours
- Failing to look within and promote talent
- Using unconscious bias
- Don't reject an over qualified candidate and make assumptions on their behalf that they will get bored
- Don't rush to hire if they are not right but also don't take too long

Stages of recruitment

1. Prepare.

Preparation is key and starts a long time ahead of placing an advert!

Spend time on the job description and role profile for the position.

2. The Search

Be clear, make the advert look exciting, be concise, speak the language of the candidates that will be applying. Use various channels, don't rely on one!

3. The Selection

Pay attention to their CV and check any gaps.

In the interview, ask questions that draw out examples of how the applicant has dealt with situations previously.

Think long term, consider culture fit and balance this with D&I.

Look for individuals who provide robust examples and remember that no one is perfect – value that they are honest and that they ask questions.

4. The Offer

Act quickly!

Be competitive.

Put the offer in writing.

Go through all the benefits.

if you'd like to know more call 747559 and let's chat!