

# The Quick Guide to an Effective Recruitment Process



## What Makes a Good Recruitment Process?

The recruitment process includes all of the steps needed to attract, select, and hire a new employee. A good recruitment process allows you to find qualified candidates quickly and efficiently. Establishing such a process requires careful planning, dedicated execution, and constant evaluation.

Each staff member must have the tools and resources they need for their step in the recruitment process.

For example, if a manager is tasked with conducting interviews, the recruiter or HR manager should make the process easier by providing the manager with a printed resume and background on the employee before the interview begins.

Here are other important elements of a solid recruiting process:

### Automation

An applicant tracking system (ATS) is critical to saving time and effort managing data at multiple stages of the recruiting process. You'll be able to automate where you're posting job listings, track applicants through multiple hiring stages, and filter resumes to find the most qualified candidates. With all the time saved, you'll be able to spend more time nurturing relationships with potential hires.



### Data-Driven Decisions

Whether it's part of your core HRIS or built into your ATS, a comprehensive data analytics system allows you to see how many people applied for a job, how many people were interviewed, where the best candidates came from, etc. Reflecting on the process with each hire will help improve the recruitment process over time.

### An Employee Referral Program

Create an employee referral program to involve your employees in the recruitment process. They'll be more motivated to spread the word about the opening, and they'll likely lead you to more qualified candidates for the job. According to LinkedIn, organizations that use their employees' networks could recruit from a talent pool that's ten times larger.



## Steps to the Recruitment Process

Now that you know some elements of a good recruitment process, here are key steps to include whenever you have a position to fill:

### 1. Identifying Your Needs

Always create a list of needs before you create a job posting. It may seem easy to identify the hiring need when you're replacing an employee who just left, but the task gets more difficult if you're creating a new position or changing the responsibilities of a role.

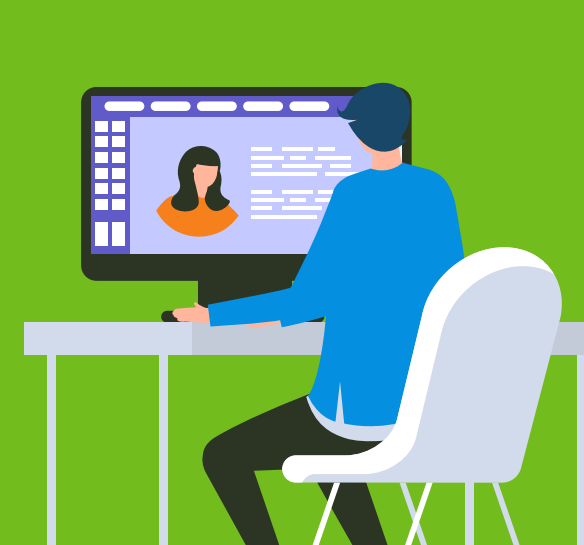


### 2. Creating a Recruitment Plan

Save time and energy by creating a recruitment plan that is specific to each job posting. Strategize the best ways to get the word out about the job. Determine who will be reviewing resumes, scheduling interviews, and deciding on the right candidate.

### 3. Keeping in Touch with Candidates

The best candidates likely have many options, and you'll need to maintain timely communication or they'll quickly move on to other opportunities. A mobile hiring app lets you review top candidates quickly, right on your smartphone, whether you're in the office or on the go. Reach out to them with frequent updates on what they can expect next.



### 4. Phone Screening

Once you have your eye on certain applicants, conduct a phone screening to narrow down the selection and make sure each candidate is worth interviewing in person. Make a list of the best interview questions to ask before you get started.

### 5. Interviewing

Interviews should be conducted soon after a phone screening—ideally within a week. The process shouldn't stretch on too long, or candidates may lose interest. Communicate with the interviewee about where you are in the process and how long it will take to get back to them with your decision. And then be sure to follow up, even if you decide they're not a good fit.



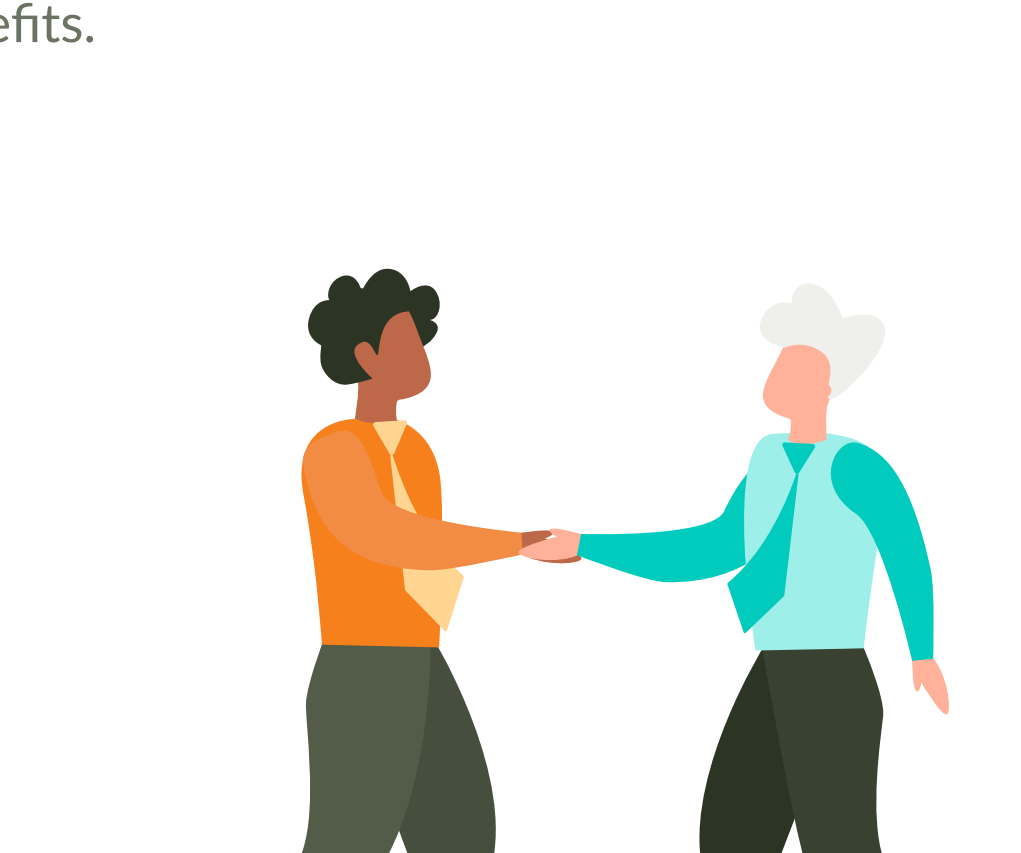
### 6. Offering the Job

Just because you offer an employee a job doesn't mean they're going to accept. Take great care in this step of the process to present a desirable offer the candidate won't want to pass up. Over 90 percent of people say being contacted by their prospective manager can make them accept a job offer faster, so don't be afraid to reach out. But expect the process to take time, and be ready to negotiate salary and benefits.



### 7. Onboarding a New Employee

Now that you've determined which candidate will be joining your team, the real work begins. Implement a new hire onboarding process so the candidate has a positive experience and can easily dive into their new job.



## Reaping the Benefits

An effective recruitment process can help your organization reduce hiring costs and improve the quality of new hires. The time you invest now to improve your recruitment process will pay dividends such as these for years to come.