



RECRUITMENT MANUAL

The tools and
tips recruitment
companies don't want
you to know.

If you are reading this, then you are, no doubt, fed up with your current recruitment process and suppliers and probably for good reason. At Net Natives, we want to add value and provide employers with the tools they need to recruit directly and improve their recruitment strategies.

The internet has changed recruitment, but it doesn't seem to have gotten through to the actual employers. Hopefully, by reading this, you are ready to try something new. To maybe not put that call into your favourite recruiter and pay them to just filter job boards for you. Hopefully you will take at least one of these points away and that will help you save a few thousand pounds...

This list of tips and tools will help you reduce your costs and improve your recruitment processes. Each point should be seen as a check list, you do not need to action everyone every time you are hiring, but it should help you improve your processes.

THESE ARE SOME KEY POINTS TO A SUCCESSFUL RECRUITMENT PROCESS.

QUESTION YOURSELF

– work out why you need to fill the role, what is the key purpose and what is the key outcome? Do you need to create a new hire or can you promote or manage internally?

WRITE AN EFFECTIVE JOB DESCRIPTION

– this is different to the job advert, it is the list of key objectives and points of measurable success that will determine if that new hire has been successful. There are no such things as bad employees, only bad hires!

GET INPUT

– should you be the only person to write the job description or would it be more relevant to get input from other people – current team members, perhaps?

CENTRALIZE YOUR RECRUITMENT

– if you have a number of hiring managers all recruiting separately, you will be putting forward mixed messages and you certainly will have increased your recruitment costs.

UTILIZE YOUR OWN TALENT POOL

– have you established an effective referral scheme? Look at ways in which your own talent will put forward your company as the best place to work. Work out how to get that message across effectively to your employees.

USE YOUR NETWORK

– ask your peers and clients if they know of anyone suitable. Promote the fact that you are hiring, people want to hear good news and will want to help.

ASK FOR REFERRALS IN FINAL INTERVIEWS

– if someone is good and you are hiring for more than one role, ask them if they know of anyone. They will probably know people in their network.

FREE ADVERTISING

– There are a number of free job board advertising routes you can place your ads. If the role is relevant you could even advertise on the Jobcentre plus site.

CREATE A TALENT POOL

– track all people who you have hired or interviewed in the past and ask them if they can be registered. Adhere to data protection with opting in tools, but keep in touch with relevant people with emails and contacts. Remember these aren't just candidates these could be clients.

USE SOCIAL MEDIA

– create LinkedIn, Twitter and Facebook accounts and market your roles to your network. You'll be amazed by the results.

USE ONLINE ADVERTISING

– this is where Net Natives can come in, or you can do it yourself. Establish which job boards' best suit you requirements and advertise and search their databases (this is all that most recruitment companies are doing for you anyway!).

Create a PPC (Pay Per Click) Google Adwords campaign to drive traffic to your site. Highlight the words you think people would search on and then buy those phrases for the Google campaign.

RESPOND QUICKLY

– if you are running an online advertised campaign, make sure you identify the good people quickly and respond quickly before they are hired by someone else.

TRACK ALL OF YOUR CANDIDATES

– always keep them informed of the process. Remember (and I will keep repeating this until I am understood), you candidates are your clients. You may want to consider inputting a candidate management system. If you hire more than 10 staff a year, this can be very useful and not as expensive as you may think.

ANALYSIS YOUR RECRUITMENT SPEND

– work out how much you have spent on recruitment, where you have spent it and which spend has been successful. Track your recruitment marketing spend.

PLAN

– establish a recruitment strategy, so you can work out when you could potentially be looking at your next hire.

MOTIVATE

– keep your staff motivated and informed of your business plans, keep your star players on the field.