



# Employee Recruitment

## Quick Reference Card

### Employee Recruitment Basics

**Recruitment** isn't just about filling vacant positions; it's about finding the right people who fit into your company's culture and can contribute positively. Key factors include:

- ✓ Matching candidates with corporate values.
- ✓ Identifying essential technical and soft skills.
- ✓ Balancing contribution capacity and growth potential.
- ✓ Ensuring new hires fit well with existing teams.



**86% of recruiters** and **62% of employers** say the job market is candidate-driven, highlighting candidates' significant influence on hiring.

### Analyzing Hiring Needs

One of the first steps in the employee recruitment process is analyzing hiring needs. You need to know what you're looking for, why you're looking for it, and where you're likely to find it.



Assess roles needed, their importance, and candidate sources.



Define necessary skills and roles with department heads.



Separate immediate from future staffing needs.



Ensure hiring meets company objectives and culture.



Balance skill requirements with financial constraints.

### Essential Job Requirements

**Job requirements** typically fall into:



- Job Responsibilities
- Educational Requirements
- Required Experience
- Necessary Skills
- Physical Abilities
- Other Requirements

### Job Descriptions

A well-crafted description minimizes misunderstandings and serves as a reference point for performance evaluations.

It includes required **qualifications** and necessary **experience**, and outlines offered benefits and incentives.



### Source Candidates

Sourcing candidates is a crucial step in recruitment, involving identifying and attracting potential hires to fill open positions effectively. This includes strategies such as:

#### Online Job Advertising

This provides convenience, wide reach, and efficient sorting. Enhance your ad with:

- Use clear and concise job titles.
- Provide clear and brief descriptions.
- Direct candidates on how to apply.

#### Social Media Recruitment

- LinkedIn: For specialized B2B roles.
- Facebook: For general, B2C roles.
- Twitter: For real-time engagement jobs.
- Instagram: For creative positions.

#### Employee Referrals

Before starting your referral program:

- Define target roles and desired attributes.
- Detail referral incentives and bonuses.
- Ensure all staff know about the referral program.

## Screen and Shortlist

### 1 Resume Screening

When reviewing resumes, it's useful to sort candidates into three categories:

- ✓ **Yes Category:** Ideal candidates that meets all qualifications.
- ✗ **No Category:** Applicants lacking criteria, disqualified.
- ❓ **Maybe Category:** Secondary choices may lack minor qualifications but still viable.

### 2 Preliminary Interviews

The first step is to choose the best type of preliminary interview that suits your needs.

- 📞 **Phone Interviews:** Assess communication in brief sessions.
- ▶ **Video Interviews:** Observe body language, informally.
- 🔍 **Screening Tests:** Gather quantitative decision-making data.

## Interviewing and Selection

Interview and selection involve assessing candidates to make informed decisions aligned with organizational needs. This can be achieved through:



#### In-person Interviews:

Assess fit and suitability; prepare agenda with company info, role questions, and scenarios.



#### Behavioral Interviews:

Evaluate future performance; identify skills, create job-related scenarios.

### Decision Making

Decision-making focuses on the final stages of the hiring process, where critical decisions are made to select the ideal candidate.

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| <b>Review Criteria:</b> Align with job requirements and culture. | <b>Shortlist:</b> Assess the candidate's strengths, and weaknesses. | <b>Check References:</b> Confirm history and get feedback. | <b>Rank Candidates:</b> Order candidates based on criteria. | <b>Consult Team:</b> Include team members for insights. |
|--|---|--|---|---|

## Post-selection Process

The post-selection process is the final stage of the recruitment process, focusing on efficiently onboarding new employees. It includes several strategies such as:

**Negotiating Salary.** This is a crucial step for both employers and candidates to establish fair compensation. For negotiation:



- Research pay and consult HR.
- Start with informed offers and seek mutual agreements.
- Include comprehensive compensation packages.
- Follow fair pay standards and document agreements.

**Craft a Job Offer:** Ensure clarity and comprehensiveness to prevent dissatisfaction. Key components include:

- ✓ Base Salary: Specify yearly or hourly pay.
- ✓ Bonuses: Detail performance or signing bonuses.
- ✓ Benefits: Describe healthcare or retirement plans.
- ✓ Work Schedule: Define full-time, part-time, remote, or hybrid.
- ✓ Job Title: Outline tasks and responsibilities.
- ✓ Start Date: Set the start date.

#### Onboard New Employees:

Successfully integrate new hires for a smooth transition into the company.



- Initiate pre-onboarding preparations.
- Ensure a welcoming first day.
- Extend orientation beyond day one.
- Focus on job-specific training.
- Emphasize company culture integration.



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### Customer Service

Customer Care  
Customer Service Basics



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