

RECRUITMENT STRATEGIES: SEVEN STEPS TO GET IT RIGHT!

As part of the selection process, Talentech breaks it down into seven steps: “The steps of a recruitment process” (Andersson, 2020):

1. Preparation

Firstly, consider the position you want to fill. You are the one who is going to establish the necessary skills that the new employee must have, so it is vital to fully understand what the vacant position entails. In addition, you need to consider how the opportunity is announced and how you can make it stand out as an exciting role in a great working environment. You will need to explain in detail what tasks and responsibilities are and who you are looking for to fit the job specification. Consider the language you use when preparing the job ad to ensure that the language is inclusive and doesn't appear ageist to either younger or older candidates. Consider which communication channels you want to use according to the target audience for the position.

2. Receive applications

Once you have published the ad, it is important to let those candidates who have applied for the job know that their application has been received. Many companies have an automated process through an ATS (Application Tracking System), but others continue to use email and excel as a way to carry out this task. Free digital tools can facilitate this tracking process such as Trello (www.trello.com).

3. Selection stage 1: Weed out unqualified applicants

This is when the selection process begins. Firstly, you need to determine which candidates you think do not fit the role or your company culture. You can call candidates and ask some screening questions to help narrow down the candidates if you feel this is necessary. It is best practice to inform unsuccessful candidates that their application has unfortunately not been considered on this occasion.

4. Selection stage 2: Rating and ranking candidates

The next step is to choose those candidates that you want to interview, classifying them according to how well their skills match up with the advertised role and the company's core values. This stage within the selection process can take some time and careful consideration. If you do not have much time to arrange appointments, consider using an online appointment tool, such as Calendly when sending out interview invitations. Calendly, is an application that helps automate appointment scheduling (<https://calendly.com/>).

5. Selection stage 3: Interviews

In the selection process, the interview is one of the most important moments, because the company will meet its potential future employees. It is advisable to carry out several rounds of interviews to help narrow down the best candidates and get to know them better and fully understand if they will be a good fit for the role and the company. The manager for the position should be part of the interview panel, so that they are able to ask some more technical questions about the job and check that they can build a rapport with the individual.

6. Selection stage 4: Simulated work exercise

One of the best ways to find out if the chosen candidate has the right skills for the job, is to ask them to complete a skills-based exercise that simulates the type of tasks they will need to complete in the role. It may also be worth including potential experienced teammates on the interview panel to help judge the applicant's knowledge and fit with the team. This also has the added benefit of including the team in the selection process and therefore making them feel more involved in teammate selection if their preferred candidate is not the one that is ultimately chosen.

7. Offer and tie-off loose ends

Finally, when you have chosen your preferred candidate and they have accepted to join the company, it is time to notify the other candidates interviewed that they have been unsuccessful and that the position has been filled. It is best practice to give the candidate some feedback on why they have been unsuccessful and whilst they may be disappointed, they will be thankful to have a reply and understand why they were unsuccessful. Ultimately, most candidates will respect your decision and view your company positively if you have taken the time to come back to them. Alba Da Virgi in her article "Candidate-Centred Recruitment Strategy" (Da Virgi 2016), tells us that the centre of the recruitment process must be the candidate. She says that the way in which candidates interact with your company during a selection process is decisive for your company to be able to hire the best talent.

Reference: Andersson, H. (2020) The steps of a recruitment process, Talent Experience Blog. Available at: <https://blog.talentech.com/en/the-steps-of-a-recruitment-process>.

SCAN THE QR CODE TO DOWNLOAD THE FULL RESOURCES



Co-funded by
the European Union

"The European Commission's support of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission can not be held responsible for any use which may be made of the information therein." Project Number: 2020-1-AT01-KA202-077993