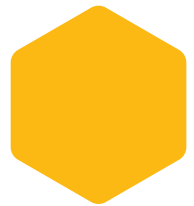


# Best Kept Recruiting Secrets

to Reduce Time-to-Fill and Cost-per-Hire




# Ready to Recruit More Strategically?

There are a few areas where internal recruiting teams commonly struggle. This results in a longer time-to-fill and a higher cost-per-hire.

Use this guide to help you identify areas you can improve upon so that you're able to find the right people at the right time to meet your organization's needs.

In this guide you'll find insight on:

- 
- 3 Candidate profiles
  - 5 Identifying passive candidates
  - 6 Candidate sourcing strategies
  - 11 Interviewing and selecting

If you have questions or need help with these strategies, set up a time to talk with us. Our experienced recruiters work with in-house recruiters every day to help make the entire process more productive.

Visit [rciars.com](https://rciars.com) for more information and to schedule a time to talk with one of our team members.

# Setting the Stage for Success:

Don't Overlook These Two Keys in Your Recruiting Strategy

How Do You Know Who to Hire?

## Candidate Profiles

You're quite familiar with job descriptions, which at first pass seem like they would define the ideal candidate. The person who meets these requirements would be good for the job, right?

The truth is, there's more to a candidate profile than the job description. In fact, creating a candidate profile is a good step to take before you write or adjust a job description. They go hand in hand.

Candidate profiles help you identify which skills – both hard and soft skills – someone needs to be successful in a particular position. The time spent creating the candidate profile, when used correctly, will pay off in the long run.



## What's in a candidate profile?



### Hard Skills

What does someone have to be able to do to hold this position? If it's a forklift operator's job, then there are hard skills needed. Same for a nurse, accountant, etc. It's also OK to acknowledge that the person doesn't need much or any experience to take this job. That's where soft skills can be really important.

### Soft Skills

While your priority is ensuring the candidate has the base set of skills needed for the position, there are aspects of how someone interacts with you and other team members that tell you about the character of the potential hire. How quickly does a candidate pick up on nuances of the job as you've discussed it during interviews? If they're able to grasp nuances quickly, they're likely to be a quick learner.

One great way to assess soft skills is to see what stands out among your highest performing employees. This gives you a sense of what the company values and would also find important in a candidate.

### A list of things you don't want.

It sounds negative, but there can be people who might seem qualified until you take a deeper look. For instance there are some accounting jobs that do not require a CPA to do the job. In fact, the salary range for the job may not allow you to include CPAs in the consideration process. So, to avoid getting a lot of the wrong applicants, you would indicate that you do not want to recruit people who have a CPA.

### Now You Can Write or Tweak the Job Description

Once you have your profile written out, go back and talk to the hiring managers to be sure you captured their need correctly. From there you can create the job description to match this candidate profile. Be sure it includes:

- Expectations for someone in this position.
- The day-to-day tasks they will perform.
- Who they work with in this role.
- The potential progression within the company after working in this role.

The success rate of hiring the right-fit candidates is much higher and they're more likely to stay with your company if they match the candidate profile.



## Develop Your Passive Candidate Approach

There are more candidates out there than those who apply. Do you have an approach for finding qualified candidates who aren't actively looking for a job right now?

### These two activities alone aren't usually enough.

- You may be looking in your ATS for past applicants.
- Some job boards have resumes posted for people who aren't actively looking but will allow you to see their qualifications.

What else is there?

### Have you considered outbound recruiting methods?

You're highly familiar with the inbound strategies of posting on job boards or running ads to bring an inbound flow of candidates. Inbound methods exclude an important group of candidates: those who aren't actively seeking a new position. Using an outbound approach makes it possible to find some of the top players in your industry. These individuals won't apply, or even post their resume online for employers to find, because they're too busy solving problems for their current employers.

Identifying these people and reaching out to them is critical. You need a process for outbound communication with passive candidates that includes emails and text to sell the opportunity.

If you need help with creating candidate profiles or creating an outbound approach that reaches passive candidates,

**let's talk!**

# Sourcing Candidates:

What's the Trick to Finding Enough People in the Right Place at the Right Time?




As a recruiter your goal is to

**capture**  
the attention

...

...of those who have the “right” skill sets, the “right” background, in the “right” geographical market – whether they’re looking for a job right now or not. Then, once you’ve found a small number of qualified candidates, you have to get them to respond to you.



A man wearing an orange hard hat and a dark t-shirt is focused on working with a piece of industrial machinery in a factory setting. The background is blurred, showing other parts of the factory and overhead lights.

What can you do  
to widen your ability to  
find more of the right  
candidates?

The primary answer is that you have to look beyond your ATS and job board applications offer you. There are many more candidates out there, but you need to know how to access them.

**Sourcing strategies should extend beyond your internal applicant tracking system and job board posts.**

**Start with widening your sources of candidates.**

Using more than one of these inbound sources will help you find more people who meet your ideal candidate profile.

# INBOUND

## Your own company's website

This is good if you have a large enough company that people might seek out looking for a job with you. If you don't, the employment section won't get enough traffic to be particularly helpful.

These can be a great source of candidates if you have a good set of employees now. However it can be expensive. It's worth investigating for some types of positions.

## Employee referral programs

## Social media

Paid social posts or posting on your company's account are helpful if the company has a large social network following or if the people you're targeting are on LinkedIn or Facebook. There are other social platforms that can work well for those positions that tend to be filled by younger employees such as TikTok.

For those who are searching for job opportunities, your company's employment ad can appear in the search results. These clicks can be pretty low cost. But you need an internal online process for applying that's not on a job board. You also need someone who is familiar with optimizing Google Ads so you get more clicks that result in application completions.

## Google Ads

## Career fairs

Especially if you're looking for quite a few people or entry-level team members, these can help you find people who are eager to work.



If you want to find people who aren't looking actively right now...you'll need to add outbound recruiting which can include:

## Renting or buying a list

of potential candidates you can contact to promote your position(s)

## Partnering with a third-party team

to complement your team's work on the inbound recruiting process to not only identify passive candidates, but also use their proven approach to reaching out to potential candidates to make the opportunity known and encourage them to apply.

The goal of sourcing is to build your strategy on a solid foundation of proven resources. It should be pure strategy and not guess work.



If your organization isn't diverse enough in its sourcing strategies, we can help.

There is a good approach, which may include different strategies for different types of positions. We can help you identify the right mix.

# Let's talk!

# Candidate Interviewing and Selection



Selecting the right candidate for each position is a huge part of effective recruiting.

After everything a company does to recruit the right people, you have to make sure that you're hiring them for the right reasons.

If you're not getting at least 75% of your candidates into the interview process with hiring managers, it's a good idea to take a step back to the candidate sourcing discussion.

Interviews are the central focus of candidate selection. If your interviewing strategies and practices are not up to par, then your candidate selection strategy will fall apart. But before you can select a candidate you need them to actually show up for the interview.



## What to Do About No-Shows?



Nothing is more frustrating than spending time recruiting someone only to have them ghost you at the interview stage. There are some tips for getting your candidates to show up for your interview. And, in most cases, they don't include some type of incentive.

The key is making the candidate know that you're really interested. Who doesn't like feeling needed? Follow these tips to reduce your no-show rate. It's great if you can get it under 20 percent, but industries can vary from 20% to 50% no-show rates.

### **Reach out.**

And not with a templated email follow up. No matter what automations you have in place, make sure that the technology you're using allows you to personalize each communication. Once the interview is set, call and tell them how much you're excited that they've reached this stage. If they don't take calls, text them. Be personable and genuinely let your personality come through.

### **Keep communicating.**

One follow up call or text is probably not enough. Send them some information in an email about why your organization is a great place to work. Then, call or text to see if they received it and if they have any questions before their interview. You have to be constantly and consistently in front of your candidates on processes and next steps. Never let the water settle.

It's also a great idea to create company culture videos and job-specific videos that you can email to the candidates while they wait for the interview date.

The more the candidate feels connected to you and to the organization, the less likely they'll be to ghost you at the interview.

### **Time kills all deals.**

Keep the process moving, don't leave a lot of time on the clock where nothing is happening. Too many phone calls, too many rescheduled interviews, etc. kills the excitement for the candidate and what they're going to receive in the employment agreement.



## Don't Waste Time Making Selections

The longer you wait, the more likely your candidate is to take a position at another company. This is true when collecting applications as well as at the interview stage. In a lot of cases the hiring managers play a part in how long it takes to make a selection. Help them to realize what you've done up till now to keep the candidate engaged, but that your engagement can only last so long before they become uninterested.

It's a good idea to review the ideal timeline with the hiring manager so they're able to commit to this timeframe. Talk to the hiring manager about:

1

When they need this person on board and working

2

The typical timeline for hiring. Typically this is something like

- 2 weeks to identify and present talent to the hiring managers
- 2 weeks to interview all candidates and make a decision
- 2 weeks to start date for onboarding, resigning, relocation, etc.

3

Any potential roadblocks that would slow down the timeline such as internal deadlines, upcoming vacations, work travel, etc.



# Creating an End-to-End Recruiting Strategy that Works for You



There are a lot of pieces that build upon each other to find high quality, qualified candidates.

If you're overwhelmed with the number of candidates you need to find, interview and hire there are ways to get help that will meet your deadlines and present you with qualified candidates who fit the profile.

Visit [rciars.com](http://rciars.com) to request a consultation or call **561.686.1700** for a one-on-one analysis of what we can do to help you recruit and hire more efficiently – no matter how many jobs you need to fill.

