Recruiting Best Practices: Internal Processes and Job Boards

Presented By:

Holly Lancaster and Gina Hayes
KMA HR Consulting

March 14th, 2023

Welcome!

Holly Lancaster

Director of Recruiting Services at KMA

Gina Hayes

Recruiting Services Manager at KMA

Agenda

1) Job Postings

2) Job Boards

3) Interviewing Best Practices

4) Retention

Job Postings

Quiz

**What's the difference between a
job description and job posting?**

1) Nothing!

2) Flexibility

3) Job descriptions are internal documents and job postings are external

4) Job postings are only for internal files

Job Description v. Job Posting

Description:

- Official outline of the job stating all responsibilities involved and all requirements.
- Used as an agreement between employee and employer as a contract of position expectations.
- Not recommended to use for the job posting.

Posting:

- A simplified summary of the job, focusing on the basics. Less formal.
- Removing any requirements that may deter applicants.
- Includes positive language promoting the employer/company.
- Used as more of an advertisement for the job.
- Think of it as a sales document.

Mobile Recruiting

Where are candidates seeing job postings?

- 3 in 5 job seekers have searched for jobs on their mobile device in the last year

- 1 in 4 would not apply if a company's career site was not mobile optimized

- Job seekers also use their mobile device to read company reviews from employees, research salaries, get job alerts, and save job listings!

Job Posting Tips

- Make job titles friendly – not too long or fancy.

- Use **key words** that will lead to job applicants.

- Write job postings – not job descriptions.

- Highlight the positive. Lead with benefits and perks.

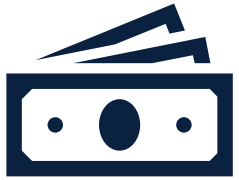- Think from the candidate point of view.

Sales Representative

vs.

Account Manager

Attracting Candidates

What do candidates want in a position?

| Good pay | Flexibility | Career Growth | Positive Culture | Good On-Boarding Experience |

Job Boards

Opening Question

How long is the average job hunt for candidates in the US?

a. 6 weeks
b. 3 months
c. 5 months

Job Board Options

Mainstream Boards:

- Indeed, LinkedIn, Monster.com, CareerBuilder

Industry Specific:

- Healthcare Associations
- Membership boards

Local Boards:

- Universities
- Chamber or town sites

Regional Boards:

- LiveAndWorkinMaine

On our own pages:

- Career Website
- Social Media (Facebook, LinkedIn, etc.)

*Consider all your options first.

Do your research on the board content.

# Job Board Fee Structures

Paid vs. Unpaid

- Higher visibility costs more

Flat Fee vs. Budgets vs. Pay-Per-Click

- Budgets need to be monitored
- PPC: Your charge amount is based on the number of views and clicks AND your daily budget

Let's Talk Indeed

- Organic (free) vs. Sponsored (paying to post)

- The Magic Budget Number: How much?

- Think: "Room Fee System"

- Don't search and click!

- Screener questions: only pay for qualified applicants
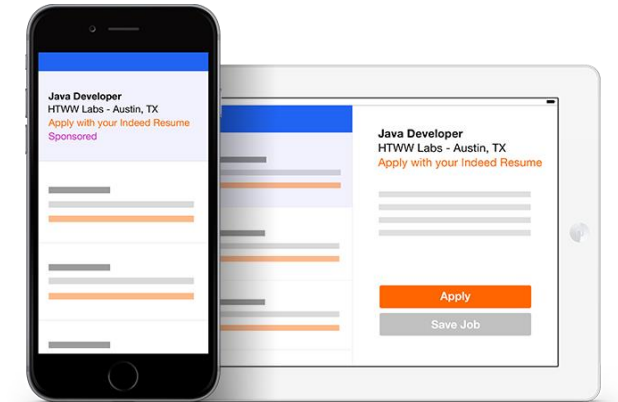
Question

How much more visibility do you get on Indeed when you choose to Sponsor a Job?

a. 10%
b. 30%
c. 50%

Job Posting Overview

- Higher visibility costs more.

- Create a strategy with WHERE you post.

- With Pay-Per-Click, set your budget higher than you'll need.

Interviewing Tips

Quiz

Should I ask a candidate this question?

Question #1

What is your current salary or pay rate?

Yes

No

Question #2

What are you paying for benefits in your current job?

Yes

No

This position will require some evening hours. Do you have children?

Yes

No

Interviewing with the Law in Mind

Best Practices:

1. Make sure all interviewers are aware of the interviewing laws.

2. Ask for expectations, not what they're currently earning.

3. It's OK to ask if candidates can meet a **job requirement.**

4. All candidates should be interviewed with the same questions and follow the same process.

Create an Interviewing Plan

- **How many rounds of interviews should we have?**

- **Who should interview?**

- **What types of interviews work best?**
  - ➤ Phone, Video, In-Person, Panel, etc.

Preparing for the Interviews

Draft questions in advance and share internally

- Close Ended vs. Open Ended
- Behavioral Questions: How was something resolved?
- Opinion Questions: What would you do in this situation?

Passive vs. Active Candidates

Passive Candidates are candidates that are <u>not actively</u> looking for jobs, or candidates you <u>sourced</u> or uncovered via networking.

Active:

- Searched for and selected this job to apply to
- Updated and submitted their resume
- Has reviewed the job posting
- Hoping for a call, hoping for an interview

Passive:

- Did not apply for the job
- Did not update their resume
- No current drive to leave their employer
- Not looking for a new job
- Has not reviewed the job posting

Interviewing Passive Candidates

With passive candidates, the <u>interview</u> is different.

- Put your sales hat on.
- Don't ask for a resume or a cover letter...yet.
- Remember, *you're* recruiting *them*.
- Don't assume they're going to be interested.
- Be ready to talk compensation early.

How to avoid fall-off:

Candidates want information.

- Share some selling points, share the company story.
- Describe the team and leadership style.
- Discuss the company mission.
- <u>Why</u> do employees like working here?
- Share some stories of company events, etc.
- Describe the interview plan/process.
- Let them ask questions.

Retention

Opening Question (#1)

How long should your onboarding process be?

- **10 days**
- **2 months**
- **1 day**
- **1 year**

Pre-Boarding

What is pre-boarding?

The time between offer and the first day.

Exit Interviews

Find out why someone left for another job

- Determine if you need a career development plan for your team.

Find out if the manager offered the support the employee needed

- Determine if there is more you can do in terms of keeping the team connected and not feeling abandoned.

Find out if they think the job is the same as when they started

- Do job descriptions need to be updated?

Find out if they felt recognized for their accomplishments

- Determine if you need to improve motivation and morale.

Retention

It is not just about salary!

What candidates want:

- To be supported
- Communication
- To know their growth opportunities
- Work/life balance
- Recognition for work well done

Thank you!

Reflections and Q + A

holly@kmahr.com

gina@kmahr.com

www.kmahr.com