ClearCompany

9 Ways to Recharge Your Recruitment Department

There are times throughout the year when things ease up, workloads slow and your talent pipeline lightens. This downtime is the perfect opportunity to check in and revitalize your recruiting. Whether it's replacing outdated technology or investing in training or auditing your processes, now is the best time to get started.

1

Dust Off Your Job Advertisements

You have to revamp your job advertisements sometime. All companies grow at different rates but the talent you needed to hire last year may have required different skills than the person you will want tomorrow. Whether you have too many applicants or too few, auditing and refreshing your job advertisement structure and text can help create a tighter, cleaner recruitment process.

BONUS

Check your **job advertisement wording for gender bias**. And then fix it!

2

Calculate Your Time Better

Technology can either save time, or waste it. You already spend 78,352 minutes on the phone a year, which is about 54 days! Begin by mapping out the path of a requirement from the moment it comes into your office. Who does it go to? Is there redundant work being done? See if you can identify bottlenecks in the process.

BONUS

Use **Talent Management Software** or a Project Management System that allows you to track what is behind high time-to-hire statistics or poor reviews from candidates about their experience.

3

Preparing for Hiring Volume

First, it's important to know what makes your company stand out from the hiring competition. For example, 69% of companies use their work-life benefit programs as a recruiting tool and 54% said it has positively affected their recruitment efforts. This is usually a program that takes time to implement. First, take a look at what your company already offers, and see if there are any new ways you can incorporate them into your recruitment marketing. Then, if you feel other organizations have a competitive edge, consider working with executive leadership to create new ones.
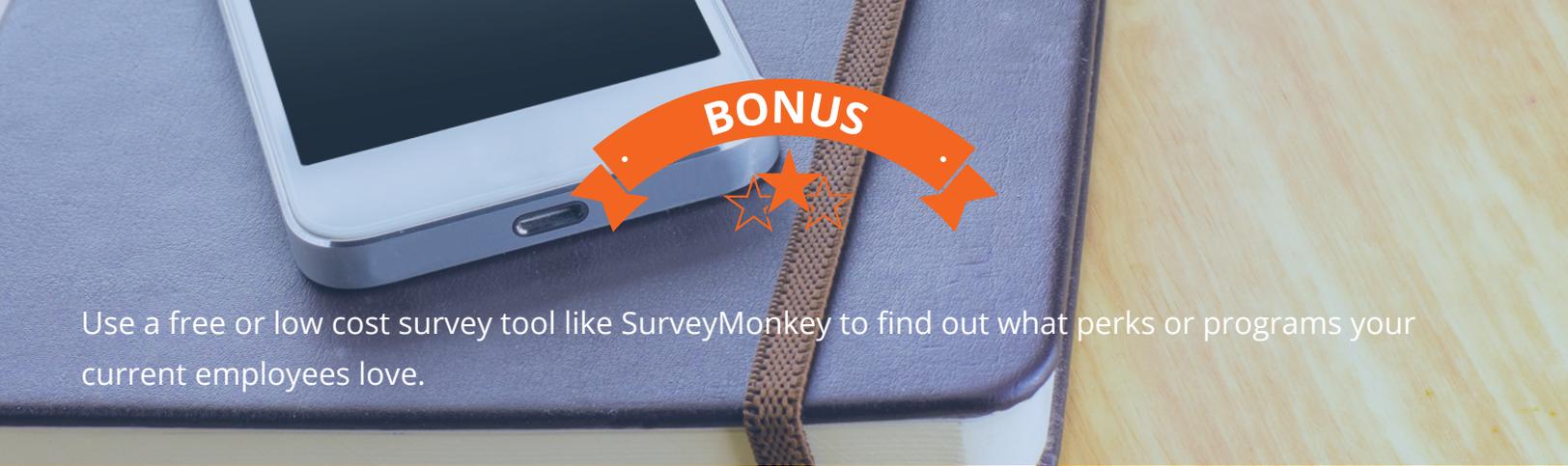
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Rekindle Interactions

With the extra time you have during recruiting lulls, rekindle some interpersonal interactions with candidates in the passive pipeline. Jena Brown, Independent Recruiting Operations and Brand Strategist, said:

> *"The very first thing to keep in mind is that **relationships matter**. You'll need to leverage them, create them and maintain them over time to turn a passive candidate into a hire."*
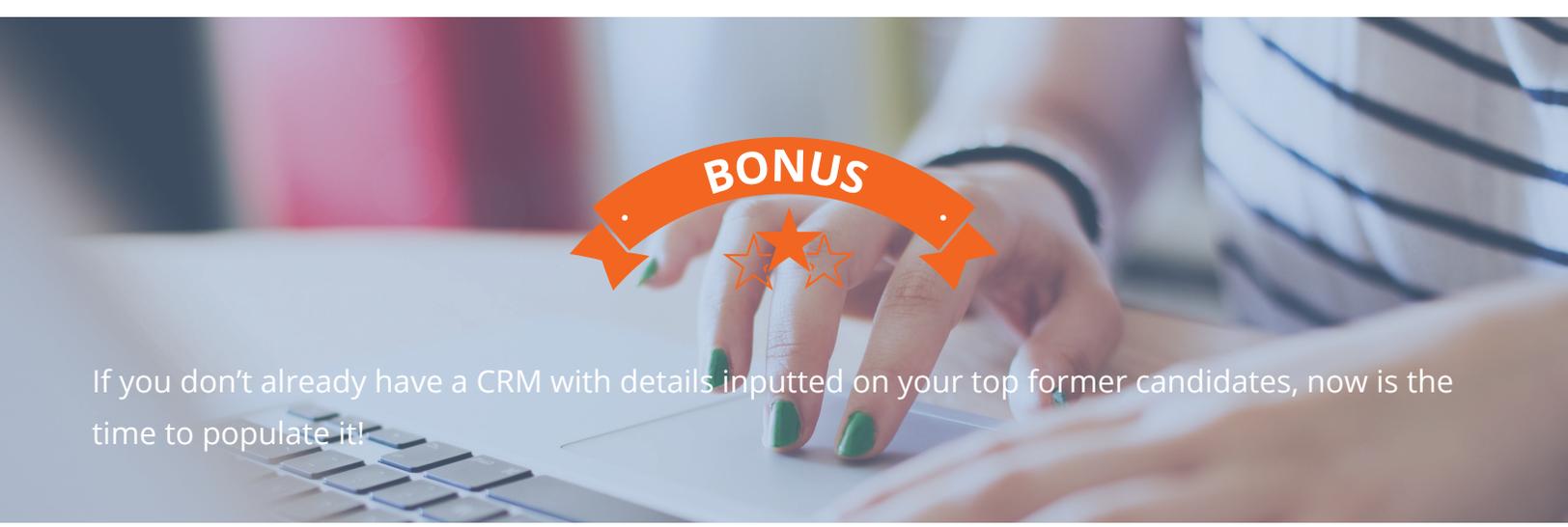
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Push for More Investment

You don't have to have the latest and greatest recruitment tools out there, but you do need tools that will help your recruitment team work efficiently. Choose an ATS and sourcing platform that can easily integrate with professional social sites like LinkedIn, as these networks are the fastest growing (73%) sources of quality hires.

BONUS
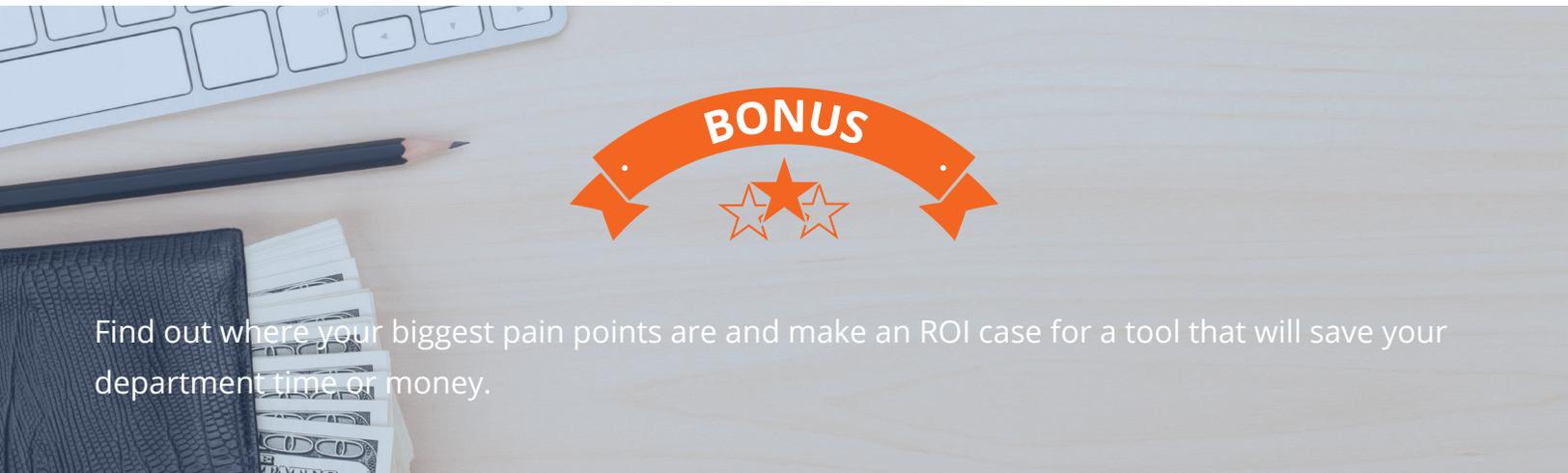
Find out where your biggest pain points are and make an ROI case for a tool that will save your department time or money.

6

Walk a Mile in a Candidates' Shoes

When was the last time you experienced your own application process? If the answer is before you were hired, you've got a problem. Forty percent of candidates feel the application process has become more difficult in the last five years. Of those, 57% complain the process is too automated and lacks personalization, and 50% say the process has more steps than it used to have. In other words, we've seen HR technology advance, but for some reason our candidate

experience has taken multiple steps backwards. Take a spin through an application and see what could benefit from a quick update.

BONUS
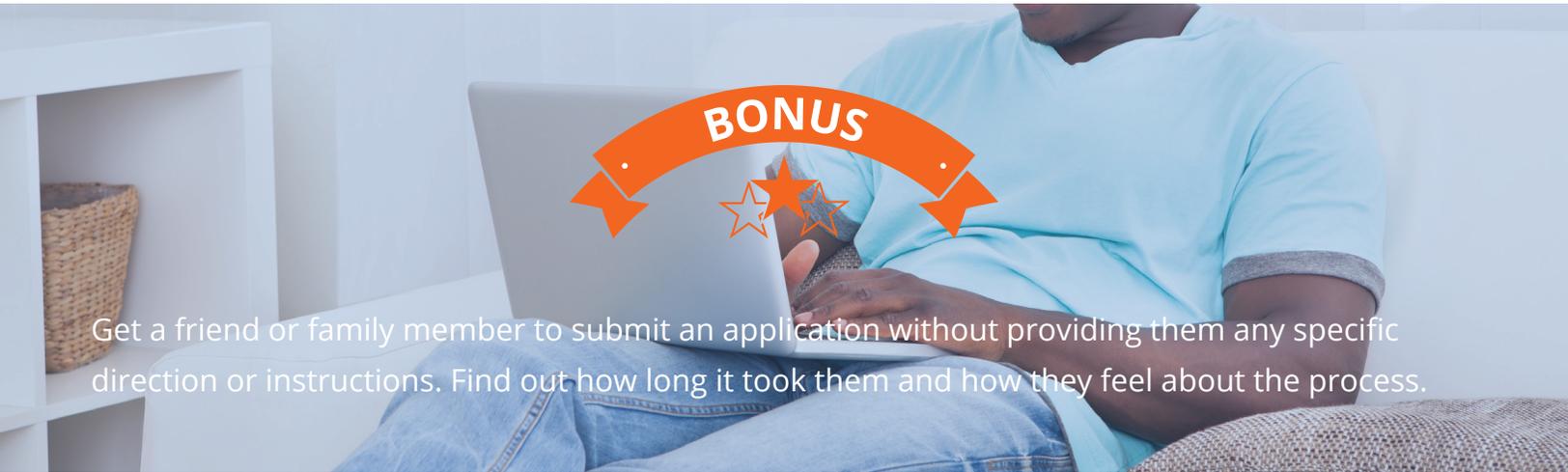
Get a friend or family member to submit an application without providing them any specific direction or instructions. Find out how long it took them and how they feel about the process.

7

Trim the Fat

Shorten your interviews to just 30 minutes or less. Long interviews might be less restrictive, but they also take too much time if you're trying to shorten the hiring process as a whole. Make it easier on yourself and create shortened, structured interviews. Using pre-recorded video questions, you can screen candidates easily and efficiently to decrease the time-to-hire.

BONUS
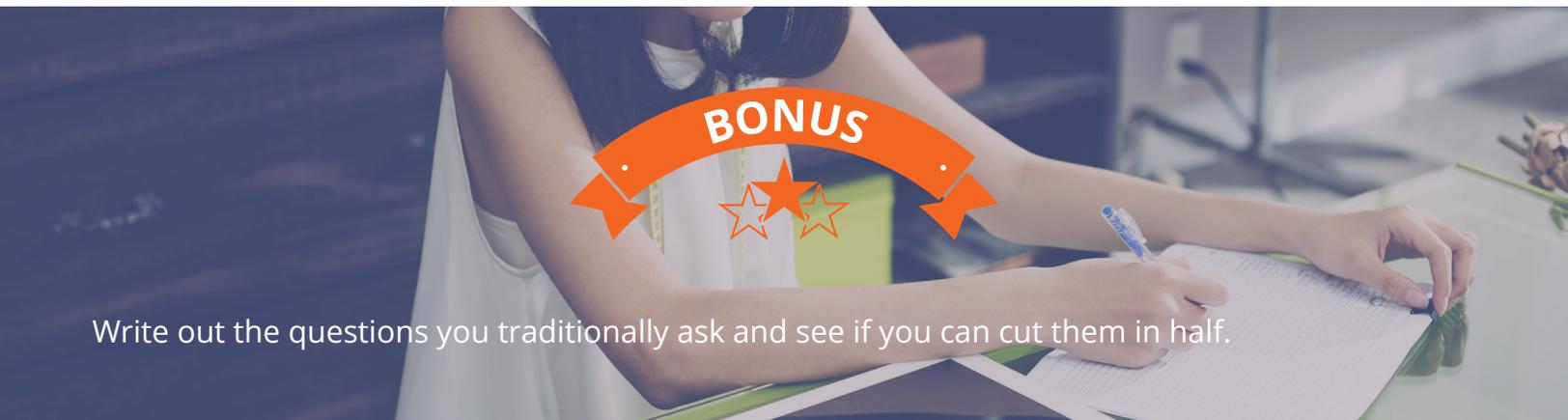
Write out the questions you traditionally ask and see if you can cut them in half.

8

Create a Process That Goes Beyond Resumes

Although resumes are important when choosing the right candidate, sometimes they aren't primarily indicative of a candidate's experience or abilities. After a bad interview, 67% of employers say less than half of candidates who made it through the initial screening were eliminated. Save time by implementing assessments and screening tools, as well as cultural fit tests.

BONUS
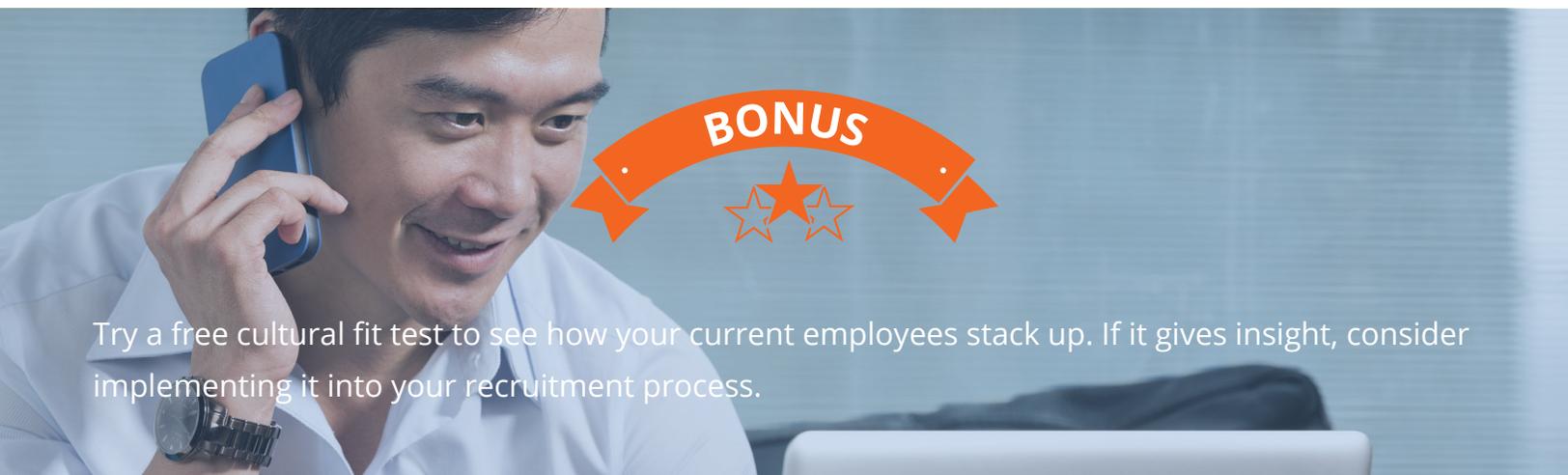
Try a free cultural fit test to see how your current employees stack up. If it gives insight, consider implementing it into your recruitment process.

9

Invest in Your Recruiters

Perhaps the most important investment a company can make in the recruitment department is the high quality and extremely effective recruiters they've brought on board. It's important to double down on that investment and ensure they're consistently living up to and surpassing recruitment trends.
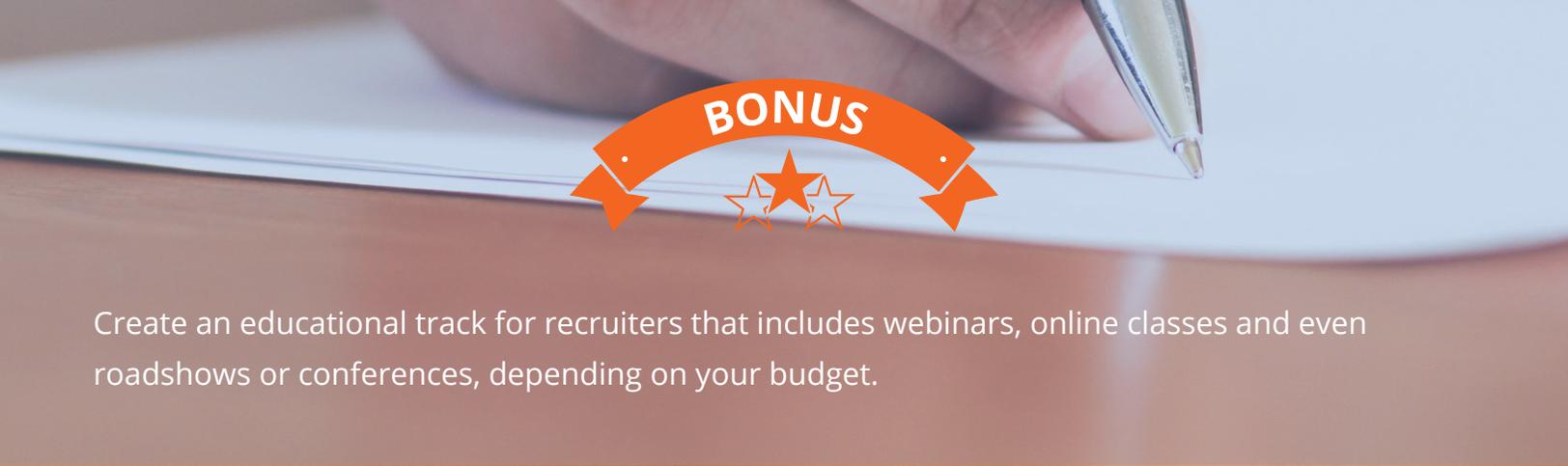
BONUS

Create an educational track for recruiters that includes webinars, online classes and even roadshows or conferences, depending on your budget.

It doesn't take much to recharge your recruitment department, but with these 9 things you're off to a great start. Use your down time effectively so when the recruitment department is on high alert for great candidates you're able to source, attract and hire them faster. After all, isn't the goal to decrease your time-to-hire with tools fit for your organization and your team?

Your To Do Checklist

☐ Dust Off Your Job Advertisements   ☐ Rekindle Interactions   ☐ Trim the Fat

☐ Calculate Your Time Better   ☐ Push for More Investment   ☐ Create a Process that Goes Beyond Resumes

☐ Prepare for Hiring Volume   ☐ Walk a Mile in Candidates' Shoes   ☐ Invest in Your Recruiters

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