ClearCompany

A Quick Guide to Sourcing Candidates

Introduction

Finding candidates can be a challenge, but it doesn't have to be an expensive, time-consuming process. When you choose the right applicant tracking system for your company, your ATS can help you source, hire, and retain more A Players throughout your recruitment process. You can track where your best candidates come from, and you can create a deeper talent pool for passive candidates — so you don't have to sort through unqualified resumes.

This guide provides your hiring team with the tools they need to source and track candidates for a more effective recruitment process.

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Build a Better Process for Sourcing Candidates

Advanced recruiting is all about multitasking. The right ATS has all the tools your team needs to accomplish multiple aspects of recruiting and sourcing simultaneously. You don't have to spend extra time training your recruitment team on multiple platforms — all of your sourcing, tracking, and recruiting tasks can be completed from one centralized location.

A streamlined ATS platform is easy for your team to learn, and they will be able to help guide candidates through the process if and when they have trouble. When the talent pool has difficulties during the preliminary stages of the recruitment process — like a long and complicated application — many candidates will be discouraged from continuing their applications and will drop out before they even submitting.

BENEFITS OF A FULL-SERVICE ATS

Clunky and incomplete platforms can make more work. A single, all-in-one platform makes sourcing A Players easier, more efficient, and more effective.

HOW TO BUILD A MORE EFFECTIVE SOURCING PROCESS

Bring all of your recruitment resources together. The unification of up-to-date data makes all the difference when you source passive candidates; use ClearCompany Sourcing to find and seamlessly track candidate information, so your team can easily collaborate and hire.

Use the expertise of ClearCompany Sourcing to illuminate untouched areas of the talent space your organization could use. Expand and deepen the talent pool by integrating your information for something more appetizing.

Get rid of your excel sheets. With the right platform, your recruitment team can track candidate information and source effectively from one place, without complicated spreadsheets.

Match, stack, and rank candidates according to their fit for the open position you're trying to fill. Even if that means it's not the position they originally applied for.

The Benefits of an All-in-One ATS Platform for Sourcing

Finding the perfect candidate for a hard-to-fill position is not an easy task. But with all your passive and active candidate information in one place, you have a better view of all your talent, and all your candidate knowledge can be easily accessed and compared.

And while active pipelines are important, sourcing passive candidates is just as crucial to the recruitment process. Your goal is to hire A Players, and the best candidates aren't always looking for a new job. Getting creative with your recruiting channels — like tapping into social media — is a great way to reach passive candidates, but it becomes increasingly complex and time-intensive when you don't have a platform that can collate that information for you.

An all-in-one ATS platform can assemble all candidate information through a synchronous system, so you can create a deeper talent pipeline for your future hiring cycles. Fundamental pieces of the talent acquisition system are held strategically in place by the robust and dimensional pillars of recruitment and sourcing.

THESE PILLARS INCLUDE:

1 **Hiring the Best Candidate**
- Careful candidate communication
- Tracking source success of hired candidates

2 **Attracting a Robust Talent Pool**
- Thoughtful and creative job ads
- Find where great passive and active candidates might be

**3** **Creating a Strategy That Fits Organizational Needs**
- On-budget and on-time recruitment strategy
- Determining where successful employees come from

4 **Building a Reputable Employer Brand**
- A strong mission statement that sets you apart
- Internal reputation that mirrors your employer brand

Best Practices for Candidate Sourcing

✓ **Don't waste time with manual social searching.** Social media is a great source for finding candidates, but let the platform do the work for you. Use the platform to find A Players based on your criteria, and remove any duplicate candidate information.

✓ **Check in occasionally on the hiring process.** Let the technology do the work it is designed to do. Trust the system, and use that time to focus your energy on other important tasks throughout the rest of your recruiting and hiring processes.

✓ **Leverage automation.** A good ATS automates the categorization and sourcing of candidates, so you can skip the tedious administrative work and focus on the meatier parts of recruiting.

✓ **Go through candidates only after the ATS has pared down the qualified candidates and removed any duplicates.** Pre-screening for mandated qualifications saves you valuable time by only requiring you to review the profiles of candidates who are functionally fit for the role. Otherwise, you'll spend all of your time researching candidates who may not even have made the cut in the first place.

✓ **To make the most out of your ATS sourcing, prioritize candidates according to what the ideal match would be for the position.** You may be looking for multitasking prowess or those who initiate action, or creative thinkers. Start with your key competencies, and look for those who fit your most important needs.

✓ **Add quality to your ATS** by pushing passive candidates where you want them to be.
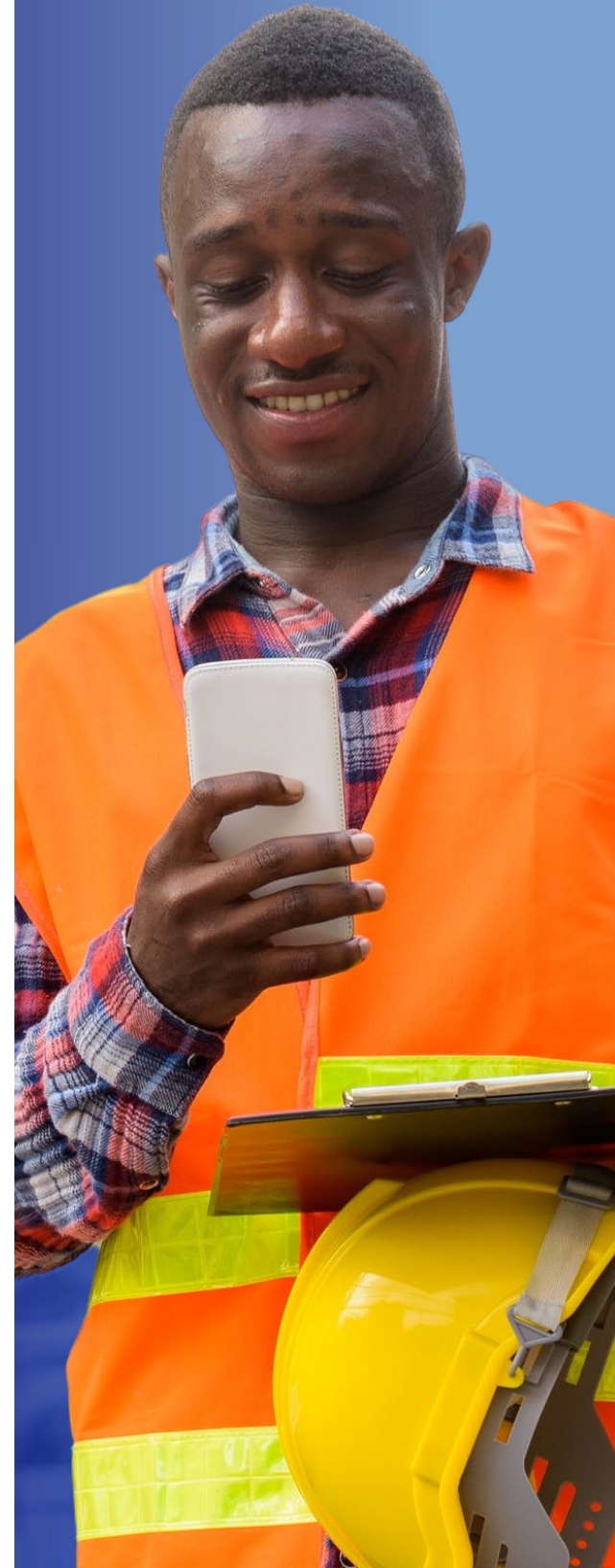
Quick Tips

Building an effective sourcing process takes time and detail. Run into a snag in your process? Whether it's a mismeasurement of recruitment analytics to the employer branding or the wrong source for the wrong candidate, we have your quick fix right here.

HERE ARE SOME TIPS TO SOLVE THE PROBLEM:

1 **Track Your Recruitment Analytics**

Analytics is the other half to your sourcing process. Digging deep for the right numbers is part of the ATS functionality. Check in frequently with your sourcing reports to gauge how individual sources are working for you. Just because you've always posted on a certain site, doesn't mean you are seeing a good ROI. And you may uncover a great new source you weren't expecting.

2 **Don't Forget About Current Employees**

Use external and internal sources of passive candidates.

3 **Create Talent Pools**

Organize candidates by factors other than requisition. Factors like certifications, availability, and location may add value in refining your search. Look at your talent pools to see where qualified applicants may be hiding among old requisitions.

4 **Mix it Up a Bit**

Don't just use your tried and true sources, experiment with innovative sources to find innovative talent.

5 **Be Nimble and Adaptable**

Pay attention to the wording in job descriptions and how candidates and job seekers respond, then adjust accordingly.

6 Create Job Guidelines

Posting should not be a strict standard, but rather descriptive suggestions for what makes up a successful candidate.

7 Remember Who Your Audience Is

Write job descriptions that will resonate with the A Players you're looking for, and place them where they're looking.

8 Always Embrace Your Inner Candidate

If you were applying for this role, what would you be expecting, or what would you like to see? How and where?

Your ATS and sourcing are two recruitment flavors strategically paired together. Talent Acquisition delicately rests on the pillars of your recruitment, ATS, and sourcing strategies, so it's important to make the best pairing possible. With **ClearCompany Sourcing**, there's no better way to combine your efforts into one single platform.
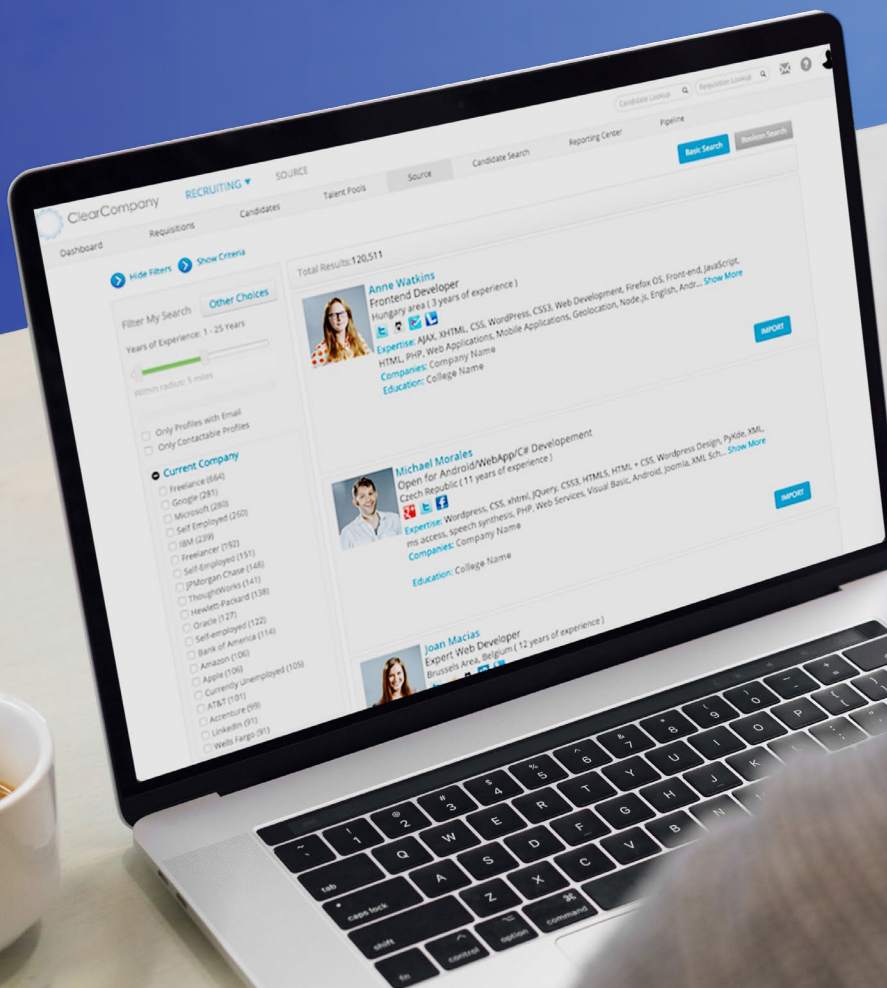
> If the end goal is an easily accessed narrower, deeper talent pool, the ClearCompany platform will lead you there.

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