HOW TO RECRUIT DIGITALLY FROM APPLICATION TO ONBOARD

SCOUT TALENT

SEE PEOPLE FIRST

UTAH COWX

Senior Shortlisting Specialist
Scout Talent
Utah.Cowx@scouttalent.ca

SHANE KEANE

Senior Recruitment Advertising Specialist
Scout Talent
Shane.Keane@scouttalent.ca

HOUSE KEEPING

- We will be sending a recording of the webinar and the slides to everyone later today.
- Your microphones are on mute and we can't hear you, however we absolutely encourage your participation!
- If you have any questions or comments please type them in the GoTo Webinar Action Pane on the right side of your screen.
- We will try to address these throughout. We will also leave time at the end to go through your questions and share our contact details.
- Duration: 30-40 mins

- If you experience any technical/audio difficulties at all, either let us know via the Action Pane or call us directly on 1 6046770341 and we'll happily help!

SCOUT TALENT

WHAT WE'LL COVER TODAY

1. Recruitment Timelines
2. Marketing and Advertising a Role
3. Headhunting
4. Collecting your Applications
5. Sorting, Screening, and Shortlisting Applications
6. Behavioural Testing and Video Interviews
7. Reference Checks
8. Onboarding

RECRUITING DIGITALLY

There are two ways to view digital recruitment - a chore or an opportunity.

- Most robust recruitment processes are already highly digital and agile.

- There are no one size fits all solutions - map out your recruitment process and establish a digital journey.

- Consider candidate expectations and uncertainty at every turn.

RECRUITMENT TIMELINES

If your organization is planning to survive the current crisis then your organization is planning to recruit in the future again.

- How can you proactively prepare for your future recruitment challenges?

- Which roles have been the most challenging for you to recruit in the past?

60 Days | Prep Work | Candidate Attraction/Keep Warm | Interviews | Onboarding — Shortlisting and Offer Made

WRITING A JOB DESCRIPTION

A job description is the start of your conversation with a potential candidate. It should speak specifically to the audience you're trying to recruit and tell the candidate what your employer brand is - not what you'd like it to be.

The components of a job description that is hurting your recruitment efforts:

- Longs lists of requirements and responsibilities.
- No information about the organization included.
- No information about the salary and benefits included.
- Misleading information that is easily fact checked online.

TELL YOUR ORGANIZATIONS STORY

Tell a story about your organization and the role you're looking to fill. Tell sales people about the product they'll be selling and why it appeals to the marketplace. Give Project Managers and Engineers an understanding of the projects they'll be working on and the projects their predecessors completed.

Accept that one size does not fit all when it comes to job descriptions.

Leverage the digital medium to empower candidates to find answers to their questions:
- Jumping off links to more information.
- Employer branding videos.
- Photos of the team in action.

TELL YOUR ORGANIZATION'S STORY

With a population of 3,557 and breathtaking scenery all year round, the touristic City of Rossland is an unspoiled paradise. Located just 3 hours from Kelowna international airport and a half-hour from Castlegar regional airport, the City of Rossland is an easily accessed haven for lovers of the outdoors.

For an insight into life in Rossland please see the below video.

To find out more about the City of Rossland please click here.

To find out more about the City of Rossland's tourism please click here.

TELL YOUR ORGANIZATION'S STORY

About Tofino

Surrounded by the vast displays of breathtaking beauty, Tofino is the playground of water and nature that truly offers something for everyone.

Everything here is connected and something to behold from the quiet inlets to the old-growth rainforest and the rolling waves that embody the vibrancy of Tofino.

WHERE TO ADVERTISE

A combination of job boards and approaches will always work best in recruiting the best talent for your roles. This combination targets both passive and active candidates.

Passive Candidates
- Not actively looking for a new role.
- Open to a role if it's presented to them.
- Sourced digitally using resume search tools.

Active Candidates
- Activity looking for a new role
- Sourced using job boards.

Traditionally the passive market was important because, according to LinkedIn, 80% of the candidate market came from LinkedIn. Now it's important because it can be the only way to get your role in front of your ideal candidate and avoid being spammed by resumes.

WHY DOES HEADHUNTING WORK?

Most people nowadays are open to the prospect of a new role.

- 51% of employees are actively looking for a new opportunity.
- 84% of people would consider leaving their current company if another company with an excellent reputation offered them a job.
- Millennials, who frequently change employer to progress their careers instead of waiting for promotion, will make up 75% of the global workforce by 2025.

HOW TO ATTRACT CANDIDATES THROUGH HEADHUNTING

As a hiring manager or a recruiter there are a few things that you have to accept before you try to headhunt a candidate:

- Reduced power and increased transparency
- Timing can be everything
- A good first impression is key
- Flexibility instead of rigid recruitment processes
- Consider your image and Employer Brand

COLLECTING YOUR APPLICATIONS

Given the ongoing challenges in the job market due to COVID-19, many professions are going to see an overwhelming amount of applicants. Here is the best way to prepare for this:

- Incorporate Pre-Screening Questions
- Utilize an Applicant Tracking System
- Make use of Auto Statuses
- Set Auto Responses! *Critical for Best Practice Candidate Care

SORTING APPLICATIONS

If you followed all of the previous steps for collecting applications, you are primed for a smooth applicant sorting process. If you're utilizing an Applicant Tracking System your applications should be coming through to a centralized candidate pooling area. Here's what we're going to do next:

- Start working through the applications
- If Auto Statuses were enabled you will be able to get right to your new and eligible candidates.
- Organize your candidates by status, as you sort through eligible candidates move them into a status indicating any action you have taken.

INITIAL SCREENING

Now that you've identified candidates that meet your key criteria you'll be trying to work out what the next step in the screening process should look like. Here are the next steps you can take:

- Rate responses to screening questions on a scale of 1-5 (Scout)
- If you have not set up screening questions on the form, prepare the qualifying questions and call the candidates
- Use these initial screening questions to help identify a candidates motivation, knowledge of your company, and their enthusiasm.
- Review the resume for relevant experience and cross reference with their answers to the screening questions

SHORTLISTING

Now we've rated and ranked our candidates, we need to identify our front runners and action them for interviews. This is when I begin Shortlisting, the next step in the virtual recruitment process.

- Sort the candidates by the overall rating you assigned them, inviting candidates with the highest suitability rating
- Send candidates invitations to Video Interview (Save invitation email templates for time efficiency)
- When possible, give your candidates a variety of interview times to choose from. *Cut Down on No Shows!*

BEHAVIOURAL TESTING AND VIDEO INTERVIEWS

- Choose the platform you'd like to host your interviews on
- Give your candidates the information they need to come prepared for a virtual interview (Usernames, Meeting Invites etc.)
- Create an Interview Guide
- Incorporating a Behavioural Assessment
- Interview time!

REFERENCE CHECKING

Some may ask, are reference checks still worthwhile? These statistics may answer this for you.

- 11% of job applicant misrepresented why they left a previous employer (Source: HubSpot)
- Nearly one-third of job applications listed dates of employment that were inaccurate by more than three months. (Source: Background Profiles)

Reference checks can help to uncover these inconsistencies. Here are our next steps:

- Request the contact details for the candidates professional references.
- Look for the most relevant references possible (Industry & Position)
- Prepare your questions!

ONBOARDING

When it comes to moving your recruitment process to something more digital, another big challenge is onboarding. Up to 20% of employee turnover happens in the first 45 days. A good onboarding process helps mitigate this.

- Communication is key!
- Virtual Training
- Provide virtual opportunities for your new hire to socialize with their colleagues!
- Move your employee contracts and any other forms you need to be online and digital. Signing digitally is a better candidate experience than trying to print, sign, scan, and email a document.

QUICK POLL

QUESTIONS

WE WOULD LOVE TO HEAR FROM YOU

- If you have any questions or would like more information, please reach out to Mark at mark@scouttalent.ca
OR
- Visit our website at: https://scouttalent.ca/