

- Your Message
- Getting your Message out there

In our last newsletter, we ask you to consider the importance of 'preparing the ground' before embarking on the recruitment and selection

1. Who should have input to this role?
2. What is the new role?
3. What type of person do we want?

This month's newsletter looks at the recruitment process and asks you to think outside the box when it comes to your objectives in recruiting.

Your Message

Yes, the most obvious objective in recruiting is to find the right person for the job! You have made some smart moves here already and have consulted the right people, defined the role clearly and profiled the type of person you want to recruit, So, you are well prepared.

Now, think about this recruitment drive as a marketing exercise - your job description is your message. It can say so much about your company - you are doing well, need to recruit, want to expand your team.

If you are looking for a high quality employee then make sure your message describes your company as a high-quality organisation. Know who your potential employee is and create a powerful marketing message that will attract them to you. Present your company in its best light and think innovatively about 'hooks' to attract the type of employee you want.

Getting your Message out there

Now, how do you get that message out there?

Decide on which media you wish to use - newspaper, online, recruitment agencies, word of mouth or a combination. Think carefully about how engaged or disengaged you want to be with the recruitment process. This will depend on the role you wish to fill.

Will you use an intermediary - a recruitment agency?

Will you see the CVs of all the possible candidates, all those people who are interested in looking at your company as a possible employer? Will you be in a position to match the correct person to the role and the culture of your organisation? Do you have the expertise in house?

In today's straightened times, you want to attract quality as well as quantity so think carefully about achieving the balance between 100 good CVs and 10 excellent CVs.

You asked the right questions at an early stage. You wrote a good job specification and you considered this to be a marketing exercise as well as a recruitment exercise. Now sit back and watch those CVs roll in!

In our next newsletter, we look at what to do when the CVs do come in - the all important selection process.