READY, SET, HIRE!

Top tips for recruiting through today’s challenges
Introduction

The landscape today is constantly changing—especially in the business world. And all of these changes are creating new challenges for recruiters. Some of these challenges may include a lower budget, a leaner staff, or even a pause on recruiting efforts. Maybe your entire company has transitioned to working remotely, requiring you to adjust existing in-person processes.

So, with all the recent changes, how do you adapt?

In this e-book, we’ll take you through five savvy tips to help you get prepared for hiring in the new normal.
Align on a Clear Strategy

During this time of change, a fair amount has likely shifted at your organization—greatly impacting your priorities when it comes to recruiting. So first, you will want to meet with your business partners to align on priorities and goals.

Here are a few ideas to get the juices flowing:

Communicate regularly
Be sure to maintain an open line of communication to strengthen the trust between you and your partners, build positive relationships, and maintain momentum. Since you’re most likely working remotely, schedule frequent video check-ins, or consider scalable methods for collecting feedback (like surveys).

Frame tasks and processes around company goals
At ZipRecruiter we use the “objective and key results” method to define goals at the company and department level. Using company goals can help resolve confusion between business partners and reduce conflicting priorities.

Get experimental
Don’t be afraid to try a fresh approach. Because this is a new situation, many companies are experimenting to see what works and what doesn’t. Use this time to think outside the box, update processes, and explore new ideas.
Promote Your Brand

Your brand is your company’s first impression. It’s everything from what’s written on your website and the language of your job descriptions—to your footprint on the local community. It’s your stance. And it’s your story. So before you start hiring again, take the time to ensure you’re presenting your brand in the best possible light. And yes, it can be done without breaking the bank!

Here are some cost-effective ways to boost your brand:

Take a look at your website. Do you have a company culture and values page? A list of benefits? Employee stories? Before applying to a job, candidates often research online to learn more about the role. Take some time to ensure your company is being presented in its best light.

Leadership is key to building a positive culture that can attract talent. Are there activities that are encouraged from the top that make your company a great place to work? Showcasing leadership commitment to community service, continuous learning, mentoring programs, support for parents or other employee resource groups can still be highlighted and celebrated.

Encourage your current employees to serve as brand ambassadors by sharing stories via the company blog or on their own social media channels. Stories about how they work from home, connect with coworkers, and have adapted to their “new normal” will bring the team closer together—and promote company values.
3 Build (and Nurture) a Strong Pipeline

If you’re working with a smaller budget but still want to attract great candidates, you’ll need to get creative to drive interest in a no-cost way.

Here are some free ways to increase your pool of qualified candidates:

- Identify solid second-choice prospects to keep in your “consideration pool” so you’re not building your pipeline from scratch every time you open a role.

- Nurture existing prospect relationships through personalized emails and free company news updates. Leverage your professional social network to stay in touch with people about new open opportunities.

- Keep your employee referral program going strong by introducing it to new employees during onboarding. That way, you tap into new, potential referrers right off the bat. You should also continuously promote the program to existing employees and reward those who give referrals.
Optimize Working Remotely

According to a Gartner Inc. survey of HR leaders, nearly half of organizations currently have 81% or more of their employees working remotely. So, once you switch back into hiring mode, you will want to have a solid remote recruiting and interviewing infrastructure in place.

Here are three key tips for taking your in-person processes remote:

Preparation is key. Review each step of your typical recruiting cycle to ensure you have accounted for any adjustments that need to be made to accommodate the remote environment. Adjustments might include setting up a professional backdrop in your home office for video interviews, creating private chat channels, and negotiating team schedules.

Leverage online platforms and tools to stay in touch. From reviewing job descriptions to collecting candidate feedback, make sure you’re using all the tools in your applicant tracking system, or consider (free!) tools like shared docs and group chats to keep projects on track.

Set up video calls with colleagues, partners, and candidates whenever possible—especially when it comes to building rapport with candidates. There is nothing like putting a face to a name, and video gives you the opportunity to read nonverbal cues you’d otherwise miss out on.

1. Gartner: Managers should expect remote teams after COVID pandemic. HRDive.com

Copyright © 2020 ZipRecruiter, Inc. All Rights Reserved.
5 Team Up with Reliable Vendors

Since you’re probably working with a decreased budget, you want to make every dollar count once you ramp up hiring again. So when it comes to evaluating vendors you use for recruiting, ask yourself “What is the ROI from this vendor?” Then, focus on the ones who deliver the best value for your money.

Here are some other things to consider when evaluating vendors:

- Identify your KPIs, from time to hire and cost per hire to candidate experience. Know what you’re looking for so it’s easy to identify the right partner when you come across it.

- Focus on quality over quantity. Which vendor gives you the highest application to hire ratio? You’ll also want to look for vendors who offer tools for weeding out unqualified candidates, like screening questions—which will save you time and money.

- Don’t settle. You want (and deserve) an expert who can develop strategic, customizable campaigns rooted in data so you can evaluate performance, monitor recruitment ROI, and adjust for success.

To learn more about measuring recruitment ROI, check out our e-book Calculate Your Wins.
We’re Ready to Help

Are you getting ready to hire? ZipRecruiter’s customized strategy and tools will help you reach the talent you need—so you can stay ahead tomorrow.

To learn how we can help you start hiring again, visit:
ZipRecruiter.com/Enterprise