

Top 10 Secrets of Powerhouse Recruiters:

Your Game-Changing
Techniques for 2018



Jobvite

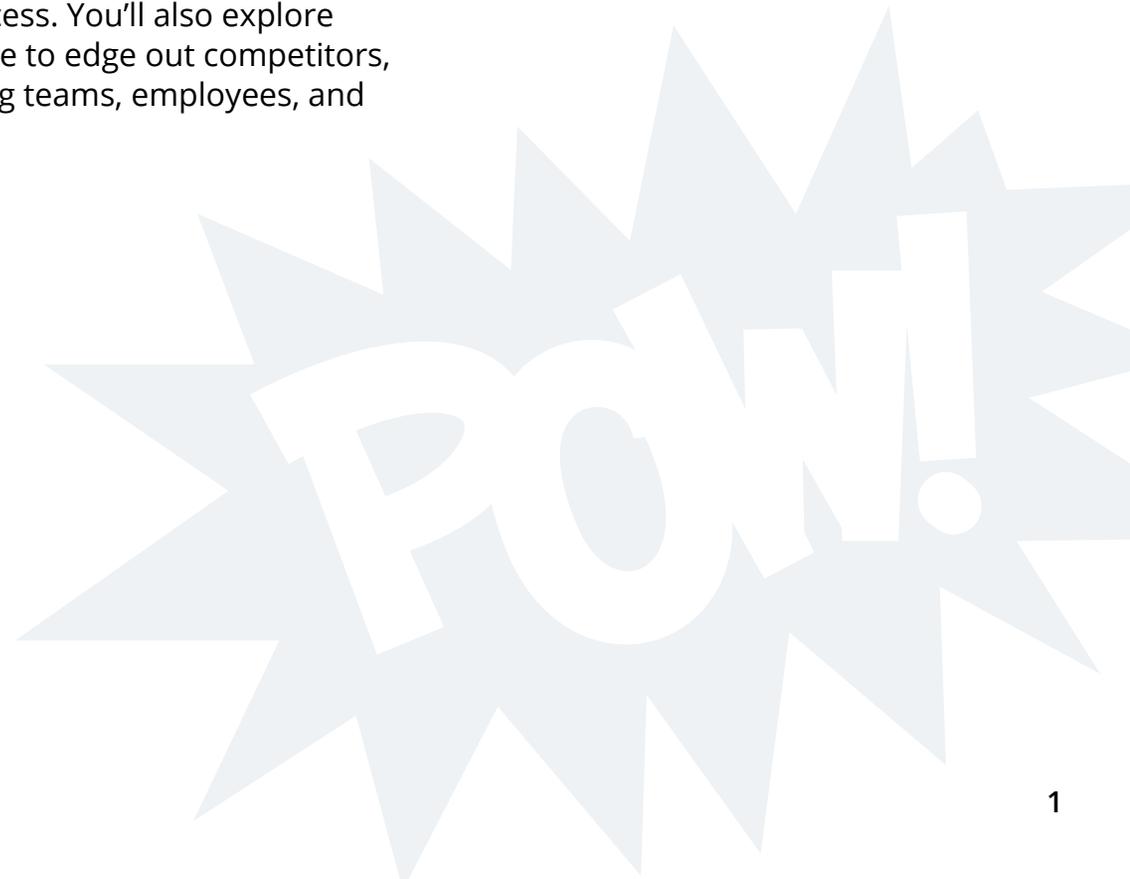
Learn From Your Peers

We've compiled the top ten expert recommendations on everything from branding and sourcing to interviewing and onboarding, all aimed at helping you ramp up your game.

As you might expect, the advice offered varies widely—but three themes consistently stand out:

- Authenticity matters
- Technology is your secret weapon, if used in smart ways
- Communication and collaboration are essential throughout the recruiting funnel

In this eBook, you'll hear from the experts—in their own words—on why these strategies can have tremendous impact on your success. You'll also explore the 10 most reliable tips these top recruiters embrace to edge out competitors, win talent, and improve their relationships with hiring teams, employees, and candidates.



EMPLOYER BRANDING

Employer branding is about effectively communicating your company culture to candidates and prospects. Today's extremely selective applicants want to know what it's like to work for you—because they have choices. Millennials in particular want jobs with businesses that care, not just about their employees but about the community at large.

1 Above all, always keep it real.

“ Be yourself. Be genuine. People can sense when you aren't being real—and in my opinion, that is as bad as it gets. ”

Kane Madsen, Regional Recruiter, Monarch Investment and Management Group

When it comes to communicating your employer brand, never embellish or paint a false picture. Use a variety of tools and channels to showcase real life and real work, from social media, to your career site. Authenticity sells itself—which is one of the reasons why employee testimonials and videos are valuable additions.

“ Whenever possible, provide empirical evidence and reviews that speak to the culture of your company—something candidates can hear from a different source other than yourself. ”

Kane Madsen, Regional Recruiter, Monarch Investment and Management Group



Employees are built-in brand ambassadors.

“ Seriously—get your employees to be your best ambassadors out there. ”

Angela Bertolini, Senior Corporate Recruiter, Ingram Micro

Who better to communicate what it's really like to work at your company than the people who already work there? While they're not the number one source of applicants, employee referrals are the number one source of new hires, and they regularly produce the highest quality hires. In other words, the applicants brought to you by your employees are more likely to be hired—and more likely to be productive for the company—than any other kind of applicant in your pool. Why? Because employees can convey your brand and your culture directly to people they already know and trust.

SOURCING & HIRING

Conversion is the crux of your day-to-day job. You're always looking to attract prospects, turn them into applicants, applicants to candidates, and candidates to new hires. Of course, every aspect has its challenges. Here's how our experts successfully conquer the obstacles.

3 Be proactive.

“ If you've built that pipeline of candidates and you listen to company updates, you're already moving when the hiring needs to happen. You don't wait. ”

Angela Bertolini, Senior Corporate Recruiter, Ingram Micro

Take preparation a step further by putting plans in motion early on. When you know a hiring blitz is coming, tap into candidate information in your ATS and reach out to former applicants who might be a good fit for a different role.

“ Every candidate you talk to today is a possible hire down the road—maybe tomorrow, maybe a few months from now. Always think proactively. ”

Angela Bertolini, Senior Corporate Recruiter, Ingram Micro

4

Get creative with job titles.

“ Titles can be ambiguous—it’s okay! If I’m looking to increase applicant flow, I might create two roles that have the same function but different titles. For example, Sales Development Rep vs. Lead Development Rep. It works. ”

Ty Goodrich, Recruiter, Jobvite

Job seekers don’t always know what they’re looking for, and the last thing you want is to miss out on the right applicant because of semantics. What your company calls an engineer might be an analyst at another business. Don’t be afraid to be creative when listing your jobs. Stick to the real job description, of course, but play with job titles—and even the length of job titles—in order to target the right candidates. When you find an approach that works, stick with it.

INTERVIEWING

When it comes to winning top talent, candidate interviews can make or break you. And here's the thing to remember: The success of every interview is as much—if not more—about how you handle the process as it is about how a candidate responds to questions. Here's how these expert recruiters keep the interview process running smoothly.

5 Do your due diligence.

“ Make sure you either have a briefing or send an email ahead of time to inform interviewers about exactly what they should focus on, so there's no overlap. ”

Alexandra Ehrlich, Recruiter, Hulu

Each person in the interview process has specific information to glean and assess—so don't send hiring managers (or anyone!) into a candidate interview without being certain that they understand why they're part of the process. Remember, too, that interview prep doesn't end after the first interview begins. Start collecting and sharing feedback right away. The next interviewers in line will likely benefit from that valuable information to get the most out of their time with a candidate.



Collaborate with hiring managers in advance.

“ I like to sit down with the hiring manager ahead of time to discuss a position in detail, so that I clearly understand the expectations and responsibilities of the role. That prepares me to ask candidates the most informed questions. ”

Alexandra Ehrlich, Recruiter, Hulu

Just as you work to prepare your hiring managers to speak with candidates, be sure you enable them to prepare you as well. Get together to ensure you're on the same page about job requirements and necessary qualifications. Be sure you can answer the basic questions about duties that will be performed, or salary and benefit options. The more you can collaborate with hiring managers, the more streamlined the interview process will be for everyone involved.

7

Get to the experience.

“ You often have to ask between the lines to learn about the skills that aren’t necessarily reflected on paper. For example, in my line of work, I’m generally recruiting for recent college graduates with an interest in urban education and service. Experience with children may not always present itself in the form of bullet points, but it might be there in the form of applicable, real-world experience. You have to go after that, and then follow up until you feel that you’ve gotten the answers that you need. If you ask between the lines, you won’t need to work as hard to read between them. ”

Brian Alvarado, Talent Associate, Great Oaks Charter Schools

Resumes and job applications can only tell you so much. In fact, some of the most valuable job experience out there is never brought to light until the interview—but you have to know how to find it. Always look for specifics, and if you have questions about missing information, don’t assume you know the answer. If a candidate has a five-year gap on his resume, find out why. Perhaps he was volunteering in a third-world country, or maybe he was taking online classes in preparation for a career move while staying at home with his kids. You won’t know unless you ask.



Use technology to paint a consistent picture.

“ Consistency is only possible when we all have access to the same candidate information. ”

Rafi Bortnick, Head of Administration and HR, Fort Point Beer Company

If being authentic is imperative to every aspect of recruiting, then sending that authentic message consistently is equally important. As you engage in the interview process with various hiring managers and executives, you all need to be saying the same general things—or you risk the credibility of your brand.

Ensure that everyone has easy access to the same information about job listings, candidate backgrounds, feedback from other interviewers, and more. Take advantage of platforms (including mobile!) that help you centralize and share this data with all key players. This is another instance where technology can contribute just as much—if not more—to your larger recruiting strategy as it does to the simplification of everyday tasks.

“ Make sure everyone on your team is asking consistent questions and giving consistent answers to candidates. I think it’s the most important thing we do, and it requires constant communication and collaboration. ”

Rafi Bortnick, Head of Administration and HR, Fort Point Beer Company

ONBOARDING

Your job isn't finished when candidates sign their offer letters. If you want to keep positions filled, you need to be sure that new hires have a positive onboarding experience—one that sets them up for ongoing success and ignites their passion for the job on day one.

Here's what recruiting pros who utilize Jobvite do to optimize onboarding processes.



Help new employees see the future.

“ Make sure you and your onboarding team know the job's benefits and perks very well, and be ready to show new hires the career path they can have with your company. ”

Kane Madsen, Regional Recruiter, Monarch Investment and Management Group

One of the most critical aspects of onboarding is preparing a new hire for the path ahead—so be certain that you demonstrate that there is a path, and that there are many places that path might lead. You need optimism to feed productivity and lasting engagement.

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Spend time with new hires.

“ One of our recruiting onboarders spends 4-5 hours with new hires every Monday morning. She walks them through logistics, gets them their keycards, helps them get their pictures taken, and so on. She’s been with our company many years, so she’s very qualified to talk about our culture and our mission. Most importantly, she takes the time to get to know the employees, to help them get acquainted with their teams, and to fully prepare them for what’s ahead. ”

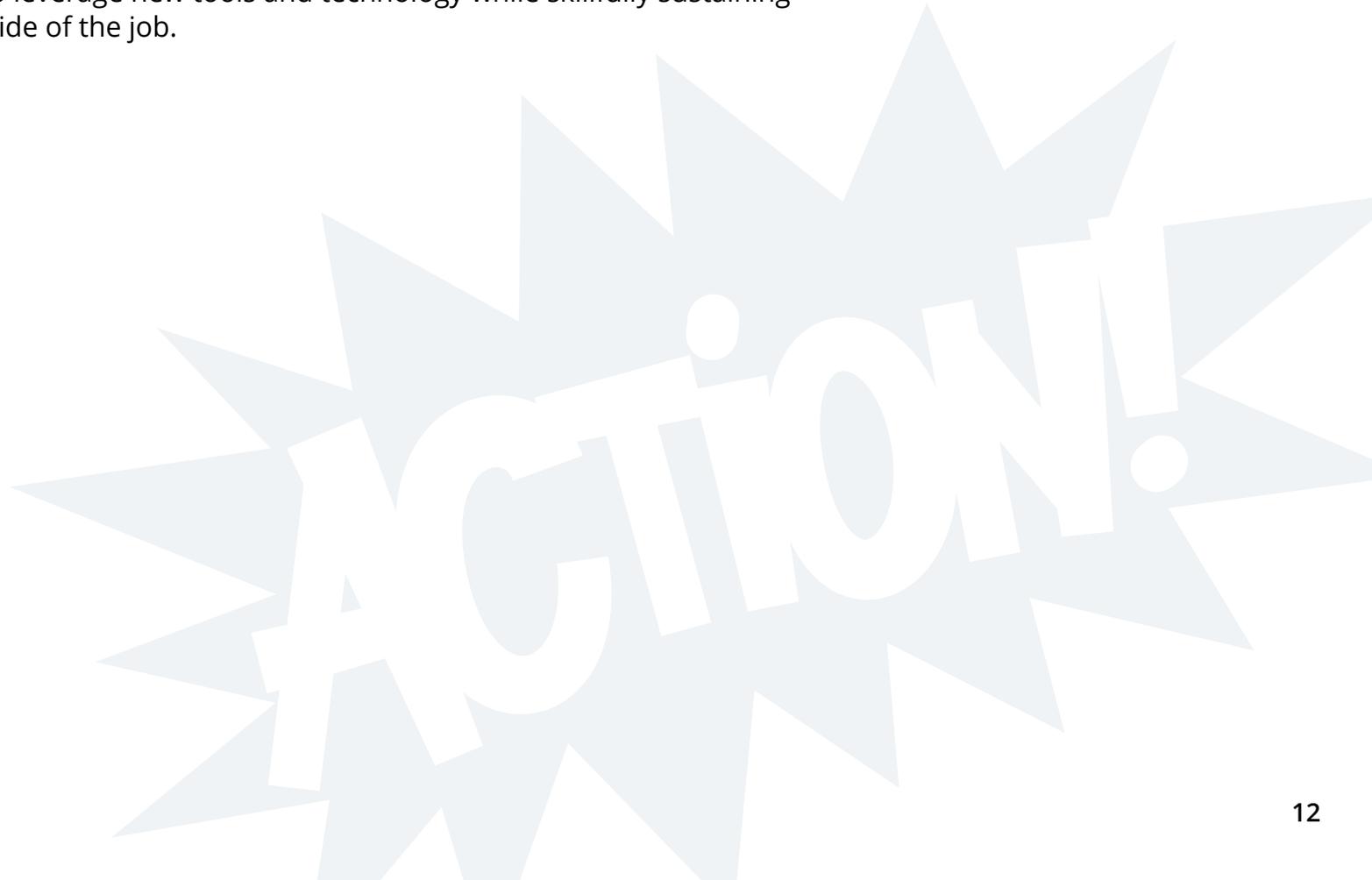
Angela Bertolini, Senior Corporate Recruiter, Ingram Micro

Onboarding isn’t a ten-minute procedure. It’s not about filling out benefit paperwork. And while streamlined technology applications can help you accelerate the more tedious (but necessary) parts of the process, they don’t take the place of genuine interaction with people. New hires that are made to feel welcome immediately, given work to do and instilled with a sense of belonging, are more likely to remain with a company longer. Definitely take advantage of tools that can eliminate the copious forms—but use the time you save in that arena to increase the person-to-person engagement.

Put These Tips Into Action

Obviously, these tips are only a handful of the best practices that fuel recruiting powerhouses every day—but the wisdom they impart is incredibly valuable. Today's highly competitive job landscape demands that recruiters approach their jobs with authenticity, strategic technology, and an eye on improving communication and collaboration throughout the funnel.

As the market continues to intensify for both job seekers and companies in need of talent, challenges will also change—and new, innovative solutions will appear to combat those challenges. The most successful recruiters of the future will be those that understand how to leverage new tools and technology while skillfully sustaining the authentic, human side of the job.



About Jobvite

Jobvite is the leading recruiting software company that helps emerging, mid-market, and enterprise companies hire top talent easily, efficiently, and effectively. Our comprehensive and analytics-driven recruiting platform accelerates recruiting with a Candidate Recruitment Marketing (CRM) tool, an easy-to-use Applicant Tracking System (ATS), social recruiting capabilities, mobile-optimized branded career sites, a recruiting branding solution, on-demand video screening, advanced analytics, onboarding, and seamless integration with other HR systems. Focused exclusively on recruiting software since 2006 and headquartered in San Mateo, Jobvite has thousands of customers including LinkedIn, Schneider Electric, Premise Health, Zappos.com, and Blizzard Entertainment. To learn more, visit www.jobvite.com or follow us @Jobvite.

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