

SUCCESSFUL ONLINE RECRUITMENT CAMPAIGNS

Online job advertising and fixed fee recruitment is growing, with UK businesses now spending more than £250 million on internet recruitment alone.

With this in mind it is now priority that when using online recruitment or fixed fee recruitment that you maximised your chances of success. Here is a quick pointer guide to assist you and hopefully guarantee that the right jobseekers are targeted and that each and every online recruitment campaign is a success.

1. Put yourself in your ideal candidates shoes

Trying to think like a candidate is a critical step to understanding how to reach them. Think carefully about how they might search for a vacancy.

2. Share your job across the web

Use a fixed fee recruiter or a multi job board recruiter. This will significantly improve your response rate and catchment rate. All job boards are not the same and individual job seekers use different boards at different times.

Good fixed fee recruiters will also be using social media and will further promote your vacancy across sites such as Twitter, Facebook and LinkedIn.

3. Fine tune your job advert

Once your recruitment campaign is live don't be frightened to change the advert content if the response rate or quality of application is not right. Most job boards will allow adverts to be edited once they are live. Again a good fixed fee recruiter or job board recruiter will do this for you.

4. Screening question

Most job boards allow you to enter screening questions to ensure that only the right candidates apply. Use these carefully if your vacancy has traditionally been difficult to fill and response rates have been low, don't make it even more difficult by making these screening questions unusual or difficult to answer.

5. Actively target your ideal candidate

Your ideal next employee may be happy in their existing role, and not actively looking for a new position, therefore how can you reach this type of candidate?

A good fixed fee recruiter will have access to the CV databases that most of the Job Boards allow you to search (at an additional cost). Ensure that your fixed fee recruiter is using ALL of the leading CV databases and searching all the candidates and not just the most recent ones.

6. Keep a live shortlist

Adding every good application you receive to a shortlist will save time as you recruit in the future. It will also allow you to react quickly when that outstanding candidate appears.

7. Write a Job advert and not a job specification

It may sound obvious but an advert is totally different to a job spec. The advert **MUST** sell the opportunity. It's important to remember that good people are always difficult to find and are in every increasing demand.

Tell the reader what makes your organisation great to work for, why they should join, how they will be successful, what's on offer salary and benefit wise and importantly what the future prospects and career opportunities could be.

8. Interview quickly

The economic climate may have taken its toll on the jobs market, with record numbers of applications, but as the economy shows signs of recovery, competition for the best talent is still fierce. Try and interview the most promising candidates at the earliest opportunity. Remember that when you are interviewing you should still be "selling" the opportunity, practically at first interview stage.