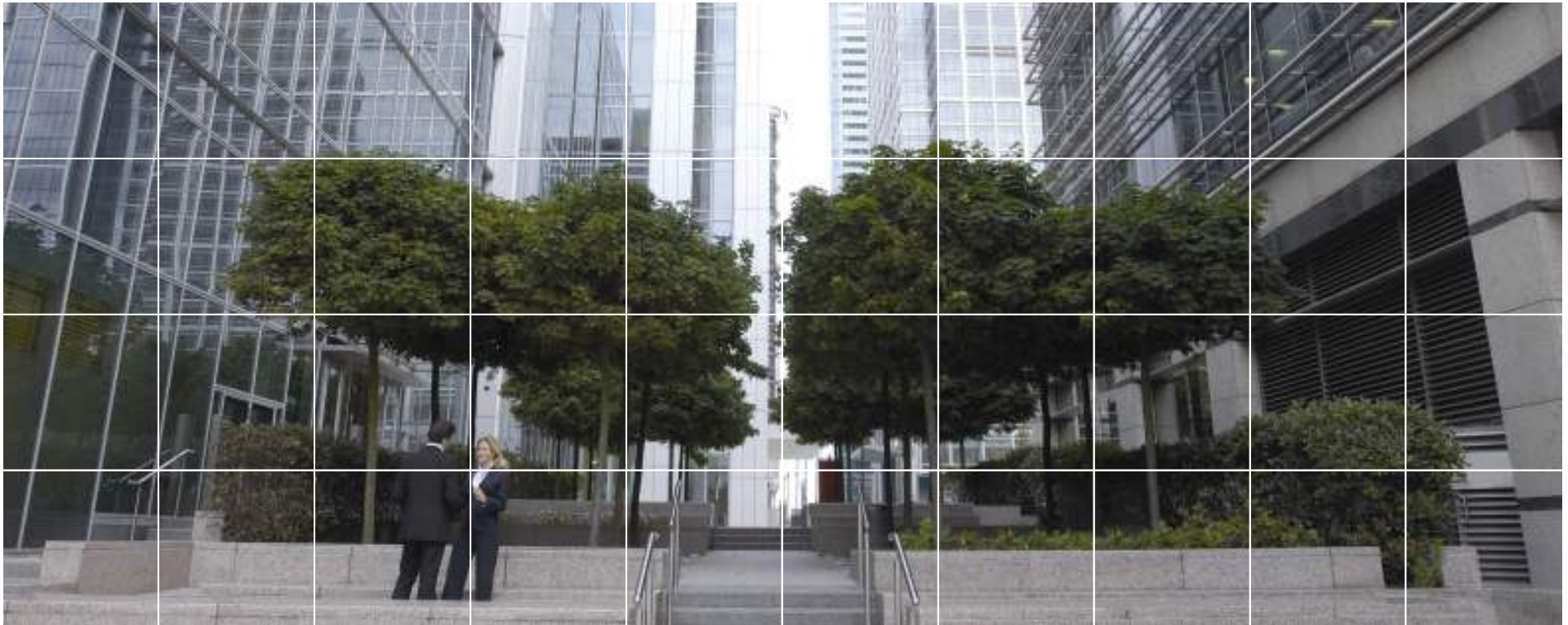


Recruiting Communicators

Streamlining the recruitment process



Presented by Cassandra Barker



Topics for Discussion...

- Communicators in the Market
 - The Recruitment Process
- Advice and Recommendations

Communicators in the Market

What makes a good communications candidate?

From a Client's perspective

- Achievements
- Relevant Experience
- Brands
- Examples of written work
- Confidence
- Knowledge
- Contacts
- Preparation

Communicators in the Market

What makes a good communications candidate?

From a Candidate's perspective

- Education
- Written Skills
- Scope of previous roles
- Strong mentors
- Ability to transfer skills

Communicators in the Market

What makes a good communications candidate?

From a Recruiter's perspective

- Well presented CV
- Longevity
- Relevant Experience
- Diversity
- Well presented in person
- Articulate
- Preparation
- Ability to be specific
- Are they forthcoming

Communicators in the Market

What drives the Market?

When is the best time to look for a job?

Clients, Candidates and Recruiters all mentioned:

- The economy
- The candidates
- A profitable business

- When you're still happy
- You should always be aware of what is out there
- End of Financial Year

Communicators in the Market

Key Quotes

“In order to be competitive, you must display tenacity, innovation, political astuteness, diplomacy and differentiators.”

“Draw from your experience, not your theoretical knowledge.”

“Communicators are sales people – sell your knowledge and experience in person and on paper.”

“It’s arrogant for an organisation to believe that they drive the market. The candidates drive the market, therefore you should be open to who is out there.”

“It’s important that you be committed to looking for another job. The communications market is too small to waste anyone’s time”

The Recruitment Process

Engagement

How should you engage recruiters in the process?

How important is the Preferred Supplier List (PSL)?

How involved should HR be in the process?

From the Client's perspective

- Recommendations in the market
- Existing Relationships
- Calibre and relevance of candidate pool
- Ensure shared objectives
- Knowledge of the market
- Freedom to look outside PSL
- HR as an enabler, definitely not a filter
- Vetting process

The Recruitment Process

Engagement

How should you engage recruiters in the process?

How important is the Preferred Supplier List (PSL)?

How involved should HR be in the process?

From the Candidate's perspective

- Reputation and recommendation
- Diversification
- PSL's aid large recruitment firms
- HR involved throughout for support if required
- Vetting and References

From the Recruiters perspective

- Form a relationship before a need
- Specialisation
- Based on relevant contacts
- PSL is only important if it delivers
- Shouldn't be totally exclusive
- HR should support, not manage

The Recruitment Process

Interviews with a prospective Organisation

What should be involved?

From the Client's perspective

- Maximum of 3 interviews and written exam
- Presentation to panel in 2nd interview
- Meet with all relevant members of the business
- Written exam for candidates with less than 5 years exp

From the Candidate's perspective

- 3 or 4 interviews
- Written Exam
- Meeting with team members, perhaps socially

From the Recruiter's perspective

- 1st interview less formal with hiring manager
- 2nd interview competency based
- 3rd interview with other members of the organisation
- Writing test

The Recruitment Process

Salary

When and between who should the details be discussed?

From the Client's perspective

- The candidate should control this
- Current package and expectations outlined upon submission
- Between client and candidate in 2nd interview
- Between recruiter and client only

From the Candidate's perspective

- Between recruiter and client only
- Client should only interview if prepared to meet expectations

From the Recruiter's perspective

- Should be discussed openly between all three parties throughout the process
- Between recruiter and client only, unless the candidate is prompted

The Recruitment Process

References

What purpose do they serve?

Who should conduct them and when?

From the Client's perspective

- By HR, after the candidate has started, trust is important
- HR should conduct, a peer should be included
- Hiring manager should research the candidate and their work
- No point, legislation prevents honesty

From the Candidate's perspective

- A placement or offer shouldn't depend on references
- HR should conduct references as part of compliance

From the Recruiter's perspective

- Serve little purpose, a thorough process should ensure the right candidate is hired
- An offer should never be dependant on references
- HR should conduct at the end of the process

The Recruitment Process

Post Placement

What value can recruiters add?

From the Client's perspective

- Recruiter's best interest to keep in touch
- De-brief on the process and discuss areas for improvement
- No real value for client, only for the recruiter

From the Candidate's perspective

- A trusted source of advice
- Meeting one on one to discuss progress and any issues

From the Recruiter's perspective

- Process improvement
- Initial feedback while you still know the candidate better than the client
- Cement the relationship and get to know the business
- Candidate will one day be a client

The Recruitment Process

Key Quotes

“The hiring manager should have the option to utilise a trusted and positive relationship with an organisation or consultant who they know will deliver.”

“Some vacant positions drag on for months because hiring managers aren’t allowed to look outside of the agreements in place.”

“A reference check should be an affirmation of a good decision rather than the deciding factor when you’re unsure of a hire.”

“Recruitment consultants should have a working knowledge of the market they choose to engage with.”

“The hiring manager should be available to recruiters throughout the recruitment process.”

Advice and Improvements

**Where in the process do candidates typically fall down?
Where do the most problems stem from?**

From the Client's perspective

- Preparation
- Important information is not disclosed

From the Candidate's perspective

- Not enough feedback
- Lack of information or detailed job spec
- Job isn't what an organisation has promised

From the Recruiter's perspective

- Not enough feedback
- Preparation
- Client changes their mind during the process
- Internal hire

Advice and Improvements

What advice can be given to Candidate's in the current market?

“Utilise the wealth of information available to you. It’s not hard to be well prepared for an interview these days, particularly in Communications.”

“Diversify the recruitment firms you choose to engage, ensure they are specialists in your area, ask who their clients are and ask who they last placed with. Interview them as they interview you.”

“If you’re completely unsatisfied with the recruiters you engage, go direct”

“A comms person must approach an interview as if they were presenting a comms strategy to win business.”

“Be very specific about what you want, and ensure that when you apply for a role you fit the specifications.”

“You need to differentiate yourself from the rest of the pack, that means 'living' and communicating your own individual communications brand, and demonstrating the innovation that you can bring to the table compared to the rest of the candidates.”