



## Your Simple Guide to Recruiting Success



**workforce** **GO**



# Streamlining your search to find the perfect fit, even when you're busy.

Recruiting isn't just filling a seat; it's about finding the perfect fit for your company's culture and future success. Taking a thoughtful, structured approach from marketing to onboarding ensures you attract the right people, keep them engaged through the process, and set them up for success from day one, ultimately building a stronger, more productive team.

As an HR professional, you often wear many hats, and managing the complex, multi-phase process of recruiting can be a significant challenge, especially in a competitive hiring environment. This guide breaks down the recruiting journey into clear, manageable phases to help you navigate the process confidently, attract top talent, and set your new hires up for success from day one.

Let's walk through each stage of the recruitment process to see how a structured approach makes all the difference.

## Recruitment Marketing: Making Sure the Right People Find You

Recruitment marketing is all about getting the word out effectively so that the best-fit candidates discover your opportunities. It requires thinking a bit like a marketing professional, even if that's outside your usual comfort zone. This involves understanding the ideal candidate, crafting targeted messaging, and using appropriate channels to gain their attention. It's vital that you also broadcast a clear message about your company – its culture, values, and unique “wow” factor – so you can strategically attract the perfect fit.

**Creating target candidate personas** helps you focus your efforts by defining the background, experience, goals, and even fears of the people you want to attract. This understanding allows you to tailor your job descriptions and messaging. Leveraging social media, particularly platforms like LinkedIn and Twitter, is a cost-effective way to promote openings and build awareness about your company's culture.

Don't forget to also make **job boards** work for you by automatically pushing requisitions and directing applicants to your branded site. You'll also want to be sure to look into **your own applicant database for potential matches**. Someone who wasn't a 100% fit for an earlier opportunity might be the perfect candidate for the current position you're looking to fill.

## Applicant Access: Creating a Smooth Application Journey

Once candidates are interested, the next step is making it incredibly easy for them to find and apply for the right jobs. The goal is a seamless experience that also reinforces your company's brand and culture.

**Embedding your job portal directly into your company website** is a best practice, ensuring brand consistency and bringing applicant data directly into your system, especially if you're using an integrated HCM platform.

In today's world, **mobile-friendliness is essential**. Many active candidates start their job search on a smartphone, so your portal must use responsive design to work well on any device.

Finally, you'll want to have an effective filter in place so you can connect with your dream candidate sooner. **Using knockout questions** early in the application process helps quickly determine if candidates meet essential requirements, saving both you and the applicant time if it's not a good fit.

## Applicant Tracking: Guiding Candidates Through the Process

This phase is crucial for managing candidates efficiently as they move through interviews and evaluations, preventing delays that could cause you to lose out on great talent. Having a clear plan, effective communication, and a system for progress monitoring is key.

Setting up workflows, checklists, and automated notifications within your system helps keep everything on track. It's imperative to **communicate regularly with candidates** at every stage to keep them informed and engaged. Candidates who don't receive updates are significantly less likely to reapply in the future, and many report rarely or never getting notice.

**Systematically tracking each candidate's progress** allows you to spot bottlenecks, address issues quickly, and gather data on where candidates might be dropping off, helping you refine your process over time. This is where a great HR system comes into play.

**A fully integrated HR management system** is much more efficient than a stand-alone applicant tracker. It streamlines the candidate experience by removing the hassle of re-entering information. This unified system also minimizes data errors. As a result, the hiring process is much faster since all the essentials are in one convenient location. Plus, you can easily compare candidate profiles with your current team's data, helping you refine development plans and pinpoint the qualities of your top performers.

## Hiring: Bridging the Gap from Applicant to Employee

Accepting a job offer is exciting, but the hiring process doesn't stop there. This critical phase bridges the candidate experience and the new employee's journey. A key step is automating the transfer of applicant data seamlessly into your onboarding system. This prevents new hires from having to re-enter information and makes the whole process more efficient.

Creating a **proactive pre-boarding plan** is also highly effective; keeping new hires engaged with timely communication and information between offer acceptance and their start date can prevent last-minute changes of heart or competing offers. Remember to be readily available to **answer any questions** your new hire has during this period and follow up immediately.

## Onboarding: Setting New Hires Up for Success

Effective onboarding is far more than just orientation and paperwork; it's essential for integrating new hires smoothly and significantly impacts early retention. A large percentage of new hires leave within their first year, often within the first 90 days, making a strong onboarding program vital. Here are five key steps:

1. **Provide key pre-boarding information:** Share welcome messages, the onboarding plan, company literature, benefits details, and social media links before their first day to build excitement and prepare them.
2. **Make form completion and benefits review easy:** Allow new hires to complete necessary forms and review benefits information online before their start date, reducing first-day overwhelm.
3. **Enable easy tracking of onboarding tasks:** Use a system like your HCM platform to make onboarding tasks – from online forms and training to benefits enrollment and goal setting – visible and manageable for both the new hire and their manager.
4. **Facilitate introductions and relationship building:** Schedule meet-and-greets, assign a buddy or mentor, and introduce them to senior leaders early on to help them feel connected.
5. **Check in regularly:** Monitor their progress, answer questions, and schedule formal check-ins at intervals like 30, 60, and 90 days, plus within the first six months, to gather feedback and ensure they feel supported.



## Talent Analytics: Continuously Improving with Data

To truly refine and improve your recruitment process over time, you need to look at the data. Having people analytics integrated into your HR platform makes it easier to analyze applicant and employee data together. The first step is to identify the key metrics that show how well your recruiting efforts are performing. This could include tracking the time it takes from posting a job to accepting an offer, the cost per hire, or the one-year turnover rate for new hires.

Next, **analyze this data** to identify patterns, anticipate future needs, and pinpoint areas for improvement. Finally, using **data visualizations and dashboards** helps you monitor progress day-to-day, quickly identify issues, and drill down into the details. Using the right data can even help you understand what makes employees successful and potentially prevent them from leaving.

Managing the recruiting process effectively alongside other HR responsibilities is demanding, but by breaking it down into these clear phases and implementing a thoughtful strategy supported by technology, you can build a manageable process that leads to successful outcomes. Focusing on each step, from attracting candidates to setting them up for success during onboarding and continuously learning from your data, ensures you're not just filling roles, but building a more engaged and productive workforce.

*Interested in learning how Workforce Go can make your recruiting process easier? [Contact us](#) today for a demo.*

# Your Simple Guide to Recruiting: Checklist Companion



## Getting the Right Talent In and Keeping Them

Here's a breakdown of key tasks to complete when recruiting new talent:

	<b>Recruitment Marketing: Making Sure the Right People Find You</b>
	Clearly define the job requirements and ideal candidate profile.
	Write a compelling job description that highlights key responsibilities and company culture.
	Choose the best places to advertise the job to effectively reach the right candidates.
	Promote the open position through various channels, including social media, job boards, and your company website.
	<b>Applicant Access: Creating a Smooth Application Journey</b>
	Set up a simple and intuitive application process for candidates.
	Ensure all necessary forms and information are accessible to applicants.
	Provide clear instructions on how to submit applications.
	<b>Applicant Tracking: Guiding Candidates Through the Process</b>
	Use a system to track applications and candidate progress.
	Acknowledge receipt of applications promptly.
	Screen applications to identify qualified candidates.
	Schedule initial interviews or assessments.
	<b>Hiring: Bridging the Gap from Applicant to Employee</b>
	Conduct interviews (phone, video, or in-person) to evaluate candidates.
	Coordinate follow-up interviews with relevant team members or stakeholders.
	Check references for top candidates.
	Extend a formal job offer to the chosen candidate.
	Complete all necessary pre-employment paperwork and background checks.
	<b>Onboarding: Welcoming Your New Hires</b>
	Before the first day, send a welcome message and a first-day agenda, including what they need to bring.
	On the first day, hold a new-hire orientation to review the organization's structure and provide essential contact information.
	Within their first week, help them build relationships by scheduling informal meet-and-greets, and considering assigning them a buddy or mentor.
	Within the first 30 days, ensure new hires attend key role-specific training or job shadow teammates to get familiar with their work.
	Within the first 60 days, ensure managers are supported in setting goals and milestones for the new hire.
	Within 90 days, have managers circle back with the new hire to discuss progress on goals/ milestones and discuss further questions or concerns.
	<b>Talent Analytics: Learning from the Process</b>
	Review the effectiveness of your recruiting sources and methods.
	Collect feedback from hiring managers and new hires about the process.
	Analyze key metrics like time-to-hire and cost-per-hire.
	Use data to identify areas for improvement in your recruitment and onboarding strategies.