



# Soothing recruitment pain points

Actionable advice for the  
most common issues

# Introduction

The world of recruitment can be a minefield of activity. Keeping on your toes and navigating through all the potential barriers is paramount to success. Maybe you're having an issue with response rates from candidates, or perhaps you and your hiring managers are constantly misaligned. There are so many factors involved with securing talent at every stage.

This ebook has been designed to provide solutions for the many problems that may arise. It will teach you how to proactively plan your recruitment strategies and tweak current practices in order to achieve results with minimum issue. As Nancy Pelosi would say: 'Don't agonize, organize!'

## Stay ahead of the curve

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- > Job postings
- > Proactive recruiting

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# Stay ahead of the curve

**Forewarned is forearmed. As a recruiter, it pays dividends to do everything you can to have the most resources and knowledge in place prior to actually engaging with candidates. Set yourself up for success:**

## Employer branding

According to [LinkedIn](#), 75% of job seekers consider an employer's brand before applying for a job. It makes sense – candidates want to know what it's like inside an organization. They want to make sure that your company is as much a fit for them, as they are for you. So lower the corporate veil and promote an employer brand that is communal, authentic and light. Your aim is to engage your audience by illustrating intangible aspects of the business, like values and workplace culture, that simply can't be expressed quantitatively. People want to work in companies they can be proud of, companies that live by the positivity they extol.

So, if you're struggling to attract the quality of talent you desire, take a look at your company's employer branding. Are you crystal clear in your mission? Do you show pride in your employees? Are you seen as a destination company that not only talks the talk? Conduct an audit and address any red flags that may crop up. Consider these key areas:

- Website
- Careers page
- Social media
- Glassdoor and employer reviews

Ensure each is calibrated to reflect your company at its best. Track a potential candidate's journey and make sure they can find any information they need. Use current employee testimonials, behind-the-scenes videos and positive messaging to entice and convince talent, even before a job is posted. [Workable](#) even believes that organizations who invest in employer branding are three-times more likely to make a quality hire.



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## Job postings

In her masterclass on the [SocialTalent](#) platform, Katrina Kibben states that ‘job postings are the currency of recruiting.’ So it makes absolute sense to get them right and ensure they are as effective as possible. After all, the perfect job posting prompts the right person to apply and lessens your time-to-fill. This is a win-win scenario that any recruiter can get behind!

But according to [Glassdoor](#), 76% of hiring managers believe that attracting the right candidates is their greatest problem. Wading through endless amounts of applications from underqualified, unfit prospects is time consuming and frustrating. So how can you lessen this? Quality is ALWAYS preferable to quantity in this arena so it pays to be specific. Get the basics right first:

1. **Provide an accurate job title that reflects the role and industry (no rockstars please...)**
2. **Include the location of the job, even for remote positions.**
3. **Write an “about us” that speaks to the candidate.**
4. **Keep it concise. Don’t bury the important details and assume candidates will sift through it – they won’t.**
5. **Ensure the role is crystal clear. Be explicit about what you are looking for.**
6. **Provide dealbreakers. These are the things that are non-negotiable.**

These are simple, but effective, ways to weed out the applicants that just waste your time. Coupled with a structure that uses short paragraphs and bullet points to illustrate the major components of a position, you’ll see an increase in the engagement from the candidates you actually want to target.



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## Proactive recruiting

A proactive recruiter focuses on sourcing, engaging and attracting talent ahead of the need. By establishing contact with potential candidates and fostering a relationship with them you pique interest. The goal is to create talent pipelines that can be tapped when opportunity arises, rather than having to seek out anew every time. Of course, this requires laying some groundwork, but it will pay off in the long-run.

Harver have stated that 91% of talent professionals believe people are always keeping their eye on the job market. While they may not actively be looking for new positions, these passive candidates are likely to be open to conversations about their future. So why not take advantage? Companies will always be in need of talent; by keeping your finger on the pulse, it may give you the opportunity to fill roles quickly and effectively with a thriving talent pipeline. But what are the best practices?



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## Find

There are many avenues to take but social media is always a good first port of call. Delve into LinkedIn profiles and discover those star candidates. Silver medalists, or those who came very close to a position in the past, are also an excellent source. Why not consider job fairs, events or mutual connections? Think outside the box and take note.

## Engage

Now it's time to pique interest. Reach out to these candidates and introduce yourself (and the particular company if applicable.) Start a conversation and ask if they'd be happy for their details to be kept in case of future opportunities. This is the moment to sell.

## Nurture

But remember it's not enough to just keep this information locked away in a database until a relevant post comes up. You want to make sure these potential candidates remember you. Take small steps and keep in contact with occasional emails or content. Show them that you and the company care.

**Of course, talent pipelines need tending. They are an organic system that ebb and flow as need and inspiration strike. But they are also incredibly useful tools that can transform how you hire. With foundations already in place, you will be much better positioned to meet a hiring manager's needs.**



# Fine tuning

**So, you're ahead of the game now. But any recruiter worth their salt knows that preparedness is paramount throughout the entire process. In order to limit the number of headaches you receive, it pays to focus on the finer details of communication and experience. Keeping candidates informed and attuned to the recruitment process is fundamental to reducing obstacles. The more streamlined your system is, the better chance you have of keeping active candidates engaged and content.**

## Lines of communication

Just like job postings, how you keep in contact with candidates is important. In fact, 58% of job seekers view great communication as the top factor in creating a positive candidate experience. So here are a few things to keep in mind whenever you're reaching out:

**Scaffolding** – Ensure there is structure and consistency to your communication efforts. Map every touchpoint from pre-application messages and interview scheduling to the post-application updates. And ask how your candidate wishes to be contacted. While most will prefer email, as much as 25% would rather a phone call.

**Clarity** – Keep the channels open and friendly. Encourage questions from candidates and be sure to update them on any changes promptly. Be realistic about the timelines involved also. After all, an informed candidate is a happy candidate!

**Concise** – Don't bury the important information. Keep your email sentences short and to the point. You want meaning to flourish; confusion will only lead to greater issues down the line.

**Reject with grace** – Delivering bad news is never fun. But it's important to remember that there's a human being at the end of your rejection emails. As much as 80% of applicants will publicly share their experience, so it pays to be kind and respectful.

**(For more information on this, why not see our dedicated blog post [here](#).)**

**Feedback** – It has been reported that 68.5% of candidates are happy to provide feedback, so why not ask for it? It can help you improve your processes and uncover issues that you may have been otherwise blind to.

**A poor candidate experience can cost you more than just your sanity. It can damage reputations, lose you top talent and increase your time-to-hire. It may seem easy to just put the bare minimum into candidate communications, but the benefits are undeniable. If time is an issue, why not make use of Applicant Tracking Systems (ATS)? Centralise your communications and ensure timely and efficient contact.**



# The recruiter and hiring manager relationship

We know that both recruiters and hiring managers share a common goal: to hire the best talent as quickly as possible. Unfortunately, it's not always smooth sailing to reach this desired destination. In his course on talent advising on the [SocialTalent platform](#), John Vlastelica states that a poor relationship with a hiring manager leads to poor hires. And this probably goes a long way in understanding why 74% of employers have admitted to hiring the wrong person in their career, as noted by [TalentLyft](#). However, there are ways to ensure that this is an alliance rather than antagonism.

## Alignment

According to [Deloitte](#), the biggest factor contributing to a recruiter's performance is their relationship with the hiring manager. Being on the same page is what ensures a strong bond. And this undoubtedly

starts with clear and consistent two-way communication. In order to have productive conversations from that first intake meeting, keep the following conditions in mind.

### **Come prepared**

Research the role in question, have a cursory look into the market and set an agenda. Show that you are organized and committed.

### **Ask questions**

Hear it from the horse's mouth. Find out all the granular information you need about the ask to make the best hire possible.

### **Set expectations**

Be up-front about what can and cannot be achieved. List must-haves and nice-to-haves. And set firm timelines for the stages.

### **Agree on the process**

Make it a priority to agree on a suitable strategy for everything from sourcing to interviewing. Be as transparent as possible.

From here, it's all about maintaining this process. Check in with your hiring manager frequently so they are engaged. Just as status updates are important for an active candidate, it's also vital to keep managers in the loop. Present yourself as a resource that will make their life easier and ensure they get the talent they want with minimum disruption. Misalignment is often a root cause of recruiter malaise. A united front, keenly attuned to the mission objective, is more inclined for smooth success.

## Learning and development

Recruiters often take it for granted that managers are well versed in the whole arena of hiring. While, of course, it is an aspect of their job, it's not something they've necessarily trained for. They may lack the confidence and knowledge in how to hire successfully and what the best practices are. Perhaps there are some gaps in their understanding of the interview process or the timescales in question. It's not uncommon and can often cause friction for the recruiter who is immersed in this playground.

Even experienced managers and hiring teams may need to level up their skills and that's where e-learning platforms like [SocialTalent](#) can actually help. Our library of world-leading content is specifically tailored to the hiring and talent acquisition sector. The bite-size videos can be easily consumed, even by the busiest hiring manager, in order to bolster their confidence and knowledge. We have courses to cover every need imaginable, from learning how to write powerful job postings to interview techniques and tips to avoid bias. And each one is led by an industry expert so you know that the information works.

It is particularly important for hiring managers who will be consistently on the lookout for new hires. Armed with the appropriate information, they will be able to trust their (and your) decisions. Gut feelings and winging it only leads to catastrophe when it comes to snatching top talent. Recommending training just adds another buffer to the relationship to ensure purpose and clarity remain stalwart.

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of talent professionals believe people are always keeping their eye on the job market.





# Conclusion

Planning and organization will routinely be the reason for a smooth recruiting process. There is no magic trick to ensure that you attract the right candidates or collaborate beautifully with a hiring manager. But there are best practices. So, do the groundwork. Communicate clearly. And continually develop. Relationships form the linchpin of everything a recruiter does. Put the time into ensuring that both applicants and clients can trust your expertise. Shortcuts will only create more obstacles in the long-run, so get into good habits now and reap the rewards.

Want to see how SocialTalent can help recruiters and hiring teams achieve their best? [Get in-touch with us today](#). Our expert content is designed specifically for you!

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