A Survival Guide for Recruitment and Sourcing Professionals



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It is 2022, and one of the top challenges HR still faces is recruitment and sourcing the right talent. With higher talent shortages, in the US 69% of recruiters find it hard to fill vacancies. Recruitment and sourcing the right candidates is complex but, a little effort can save you $25,000-$50,000 of bad-hire cost. Recruitment and sourcing can be difficult until you understand what you need to do and how. You cannot master the stages overnight but as a recruiter, you will need to experiment till you discover what works for you. No, recruitment and sourcing do not have generalized steps instead it is specific to each company's requirements.

However, in this guide, we will highlight the basic yet most useful steps you need to consider while recruitment and sourcing.

What You Will Find in this Guide?

1. What is candidate sourcing?
2. Candidate sourcing platforms
3. What is recruitment?
4. Types of recruitment
5. Recruiting software for candidate sourcing
6. Challenges in sourcing candidates
7. Best practices to source candidates

What is Candidate Sourcing?

Each company has a different set of requirements concerning suitable candidates. But, not all desired candidates apply to your company. In this case, you go out in search of the candidates. Sourcing professionals is more like a market survey of inspecting where your expert candidates are and then implementing strategies to attract them to your organization. With candidate sourcing, you can find out the candidates' qualifications, skills, contact details, and all the basic information about them.

Candidate sourcing should be quick and accurate because top talents only remain for 10 days in the market before they get hired.

What is Recruitment?

Recruitment starts with sourcing the candidates and ends when applications pour in and you gather a talent pool. Recruitment is a very important step that requires accuracy and relevancy so you recruit professionals at once instead of experimenting with your workforce. There are two types of recruitment that are internal (within the organization) and external (outside organization) recruitment. Both types of recruitment can be used depending on the talent needs and availability. Your first priority should be internal recruitment but if you have scarce talent inside your organization you should seek external recruitment.

Candidate Recruitment and Sourcing Platforms

You need to be proactive when recruiting and sourcing candidates. There is not one but many platforms your candidates are present at. But how do you know where to look? Your recruiting software is your weapon to locate the candidates that match your needs. We will discuss the role of recruiting software in a bit but for now, let's discuss the candidate sourcing platforms in detail.

LinkedIn

Linkedin is a professional networking platform that is one of the most used platforms to hire candidates. Stats tell that new hires sourced through LinkedIn are 40% less likely to leave in the first 6 months of their jobs. Not only that, but it is also a good place for job seekers to look for jobs. All in one, it is a platform that provides you quality hires and your candidates quality recruiters. But do note that sometimes sourcing outside of LinkedIn proves to be more beneficial such as at social networking sites.

40%

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Source : business.linkedin.com

Reddit

Reddit is a discussion platform where people from all spheres of life raise questions that are discussed and answered by the Redditors. Though it may seem unusual it is true that you can also source candidates from Reddit. For instance, if you are a recruiter looking for a writer, you can join subreddits like r/resume or r/careerdevelopment. You can target these niche-specific posts for discussions so you know your potential employees.

Reddit allows and allots job postings on specific days for which you can reach out to the community admins so start a mega-thread where you can post about your vacancies. You need to learn the culture of Reddit before jumping on the bandwagon or they might ban you for breaching their policies. You can also use Boolean Recruitment to specify your candidate search. Reddit supports Boolean Recruitment so you can find your exact match.

Social Media Sites

Social media sites like Facebook, Instagram, Twitter, helped 70% of hiring managers in successful hiring. These are the sites where most of your passive candidates are present. Passive candidates are the people who are not actively seeking a job but may grab a good opportunity. Passive sourcing through these social media sites can help you in recruiting a wide talent pool.



Recruiting Software for Candidate Recruitment and Sourcing

Candidate sourcing does not just mean finding your suitable match and selecting. The one sourcing process consists of many backend processes. These include knowing who your candidates are, their interests, qualifications, availability, etc. You need to first analyze your job specifications and know who you need. But, you cannot handle all the steps without the help of recruiting software. These types of software follow your guidelines, track your candidates, form your employer brand, ease the application process, and whatnot. The processes that were previously handled by your workforce are now carried out automatically.

Here are your two must-have software and their roles:

Applicant Tracking System

You require this software no matter how big or small your company is. If you need employees then you need an ATS. ATS leads the recruitment and sourcing process. Knowing your requirements and job-specific keywords, the ATS screens the resumes. It rejects irrelevant resumes and brings you the finest ones. Even if you hire 1 employee, the ATS saves all the quality resumes in its database for the future. 94% of employers report a positive impact of ATS on their hiring process.

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Source : capterra.com

Candidate Relationship Management Software

This software is a must-have to build relationships and engage with your candidates. Candidate CRM, tracks, manages, organizes, and engages all the candidates to densify your recruitment pool with the right talent sourcing. It helps in sourcing and recruitment and is more effective when merged with an ATS. You need not rely on marketing much when CRM helps you build your employer branding.

Challenges in Recruitment and Sourcing Candidates

Sourcing the best-fit candidates is one of the biggest challenges in recruitment and hiring. You never know how your employees may turn out to be. It is also possible that your ATS software rejects a potential candidate based on the missing keywords. Depending on technology seems the only easy way out in today's era but oh well, it is the technology and you can expect automation errors. We curated for you a list of challenges that HR faces when sourcing in recruitment.

Missing Keywords

When you create a job analysis, you mention the work tasks and candidate specifications. You clarify the keywords that your ATS should read in the resumes. But, not all ATS can read the synonymous words of those keywords and reject suitable candidates. This is a huge challenge for your HR in sourcing because of heavy dependence on the keywords. Job-specific sourcing requires the correct identification of similar keywords that some ATS is unable to detect.

Employer Branding

It takes decades to build a brand name that is recognized by the candidates and one mistake can ruin the brand image in seconds. Employer branding requires great efforts to align with the interests of the candidates and the changing trends. You need to give a follow-up to the applicants, engage them with your online content, provide all the necessary information to them, and in short enhance their candidate experience. You need to monitor all your actions and satisfying everyone at once is the biggest challenge your HR must face.

Keyword Stuffing

This is another recruitment challenge that is opposite to the missing keyword challenge. Here, the candidates stuff the keywords in their resumes to rank high in the ATS. In some cases, candidates hide the keywords with white font on a white background so they have greater chances of detection in the ATS. however, the ATS highlights all the hidden and manifest keywords so the recruiter automatically rejects the resumes. But still, the workload increases, and employers fail to obtain the best candidates with such challenges.

Mobile Recruitment

In 2016, only 13% of the organizations were using mobile career sites for recruitment. However, in 2020 recruiters expected a 75% increase in this trend. When most of your candidates are using their smartphones to look for job opportunities or to apply, it is important to facilitate them with a mobile-friendly user interface. This is a huge challenge for the recruiters who do not work on mobile career sites and have higher chances of missing potential candidates. Your HR needs to address this issue so you can pace up in the recruitment game.

No Follow-Up Upon Application

According to a Careerbuilder survey, 52% of applicants report high frustration when employers do not respond to their applications. 81% reported that their candidate experience would improve if the recruiters provide a follow-up on their applications. This is not a big challenge but only if you decide not to communicate with the applicants. You can automate the follow-up messages with your ATS and the job is done. This requires a little consideration which can go a long way.

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Source : resources.careerbuilder.com

Best Practices to Source and Recruit Candidates

There are many practices out there that help in smooth recruitment and sourcing but it all depends on the type of organization and its needs. From here on we describe some of the best recruitment and sourcing practices that benefit every organization.

Build an Engaging Online Presence

For all the recruitment and sourcing processes you have to be present online. The days are gone when just being present in physical spaces was enough. Candidates back then used to call you or visit your space for any job openings or applications. Now, being online is one thing, and engaging your candidates is another thing. Along with your online presence you need to communicate with your talent pool and engage them in activities. For e.g. you can create engaging posts or recruitment games. When you engage your candidates they know what you do and where to find you. This will always overfill your talent pipeline in times of need.

Make Your Organization Desirable For Your Candidates

There are myriads of candidates in the market but you do not need them all. You have some specifications about your candidate qualities. Once you figure out your ideal candidates you then need to survey their interests so you form strategies to attract them. You will have to highlight your positive work culture if a positive work environment satisfies your candidates or you can highlight remote work facilities if that is what your candidates need. Moreover, when your employees recommend you to others and also refer some great candidates to you, it helps in referral recruitment which is one of the best forms of recruitment. Leaving no stone unturned will bring you your desired candidates in no time.

Allow Candidates to Drop CVs at Anytime

There are many organizations that accept candidate applications for the present vacancy only. There is no other option for candidates to drop their resumes so they either leave your career site or dump their resumes at irrelevant job positions. You as recruiters need to create a separate space for candidates to drop in their resumes at any time. This will keep on filling the talent pipeline with desirable resumes and you can easily source and recruit your candidates when need be.

Work on Your Content Depending on the Online Platform You are Present at

You cannot tweet on Instagram and expect your audience to engage. Each platform has its own kind of content. You need to up your marketing game and ensure that you post platform-relevant content for the candidates to engage right and respond to your job offers. For instance, if you want to recruit fashion bloggers you cannot post content on Twitter and expect the candidates to apply with all the required qualities. Instagram is the platform you need to focus on for fashion bloggers. This improves your recruitment and sourcing processes with accuracy.

Provide Links to Your Career Page Rather Than Your Overall Website

Candidates want everything quick hence when you post job ads on different platforms you need to post direct links to your career sites. You cannot expect the candidates to find out the careers page after opening your website. If you prove direct links there are higher chances for your candidates to apply because candidates have many opportunities waiting so they would not waste time finding your career page.

Summary

This guide helps you in recruitment and sourcing the right candidates. It highlights the importance of right sourcing and the challenges you may face in the process. Professional sourcing and recruitment by using the right strategies help you in longer survival and build you a strong employer brand.

Thank You