

E-Recruiting Tips

What Factors should I Consider before Building my Online Recruiting Strategy?

Keep these three success factors in mind:

- **Quality:** Every area of your strategy must give you better quality candidates.
- **Efficiency:** You want a strategy that will give quick results and is convenient and easy to use.
- **Price:** Since budgets only go so far, consider the underlying costs for your recruiting methods. For example, posting on various job boards and on free Internet sites may be more cost effective than print advertisements.

How can I Ensure that I am Building the Best Strategy for my Online Recruiting?

There are five building blocks to every successful recruitment strategy. Each stage builds on the other. The building blocks, completed in the order they are given are crucial to moving up toward your goal of having the best possible recruiting strategy.

The Five Recruitment Building Blocks:

- 1. A Basic Marketing Plan:** Before beginning a recruitment strategy, it is important to have a very clear vision of WHAT your position is and does and WHO your customers are for each position. When marketing the County, your department and individual positions, keep in mind that your primary customer groups are Gen Xers and Baby Boomers. An effective way to attract these groups is with the *Variety, Opportunity, and Job Satisfaction* key message highlighted in the County's *Explore Your Possibilities* brochure.
- 2. Hiring Authority:** Forming a partnership between the recruitment and the other departmental teams. Partnerships are developed over time. They grow by building trust through Results, Expertise, and Strategy. Much of the success of this building block is based on the next building block.
- 3. Excellence in Staff:** With the right executors, your strategy will flourish. Recruiters are the first impression to applicants. Recruiters are the "Image Makers" to everyone else in the County. Ask yourself, "How can I be a better recruiter?"
- 4. Technology and Tools to Support Your Strategy:** Ensure that your technology, systems and tools are cost-effective and produce high-quality results as well as efficiencies.
- 5. Goals:** Growth, improvement and accountability to the department are determined by this last building block. Establish goals to assist you in reviewing each building block and constantly improving your process.

What do Customers Expect to Find when Searching for a Job?

Customers expect to read about the County's vision and goals, overall work environment, quality of life perks, and creative and appealing job descriptions. A good bulletin for a position will highlight what makes your department stand out, and address key opportunities. However, if a department is well known, then providing too much detail is not necessary.

How can I make the Bulletin or "Ad" for the Job more Attractive?

It is not easy to find great people, but it is easy to write bulletins and ads that will help make the search easier.

- Bulletins that stand out are those that use more innovative comparisons. Do not just state, "We want motivated people." A more appealing phrase is: "We want people who motivate themselves." Also consider, "We want a dynamic person who achieves positive results."
- Say what you mean and you will be more likely to find the right candidate for the job. Do not rely on stale phrases like "team player" and "fast-paced" to convey the right information. These words do not have the same meaning to everyone.
- Use short sentences and bullet points to keep them reading. Web-surfing jobseekers scan ads in a few seconds. If they cannot skim quickly, they will move on to an easier read.
- Typically quality applicants will be dissuaded or "self-select out" if you provide a selection process that is invasive or onerous. Describe the position and process in a manner that encourages the customer to apply and want the job even more, not drive them away or leave a bad impression.
- Give a realistic salary range within the actual salary range. This way, time is not wasted with those who want more than what the County is prepared to pay. Also, know where to place the salary on the Virtual Job Application site. For example, if you want to attract the applicant more with perks other than the salary, place those first and leave the salary for the bottom of the page. You can do this by using the "No Salary Option" in the system.

How can I Enhance the Layout of the Bulletin?

The Internet is graphic driven. Its bulletins differ from a newspaper and a simple layout can have a great impact on customers. Maintain the "look and feel" of the County by accentuating its unique colors and logo. The image of the County on the Internet will affect the attitude of the job seeker who is looking at the bulletin.

Can I include the Location of the Department as an Incentive to Attract Customers?

The section of the job posting that describes the County is a great selling opportunity. In this area, explain **why the County is a great place to work and why it is becoming even better**. Also, include briefly what it is like to live in Orange County. An appealing phrase is, “Orange County has top rated attractions from Disneyland to several major professional sports teams, a wide range of cultural arts as well as some of the highest quality public and private schools in the nation. There is no doubt that Orange County is a great place to work, live and play.”

What other Information can I include to Attract Customers?

Try answering at least some of the following questions in your recruitment strategy:

- What are the County’s vision and goals?
- What distinguishes your department from the competition?
- Where on your department’s website are there special sources of pride such as achievements and awards that can be used to attract talent?

HR has Evolved into a Marketing Function. Selling the Right Customer is the Key to Your Success.

Recruitment/Virtual Application Contacts:

- Recruiting including Virtual Application feedback and strategy
 - Marguerite Adams - Marguerite.Adams@ocgov.com, (714) 834-6199
- Virtual Application bulletin modifications or deletions, technical support
 - Erin Hughes - Erin.Hughes@ocgov.com, (714) 834-4616
- TRAC support, back-up Virtual Application Support
 - Zareen Husain - Zareen.Husain@ocgov.com, (714) 834-5318
- TRAC back-up
 - Leon Phung – Leon.Phung@ocgov.com, (714) 834-7357
- Change Social Security Number
 - Ines Lozano - Ines.Lozano@ocgov.com, (714) 834-6287

Information adapted from

“Best Strategies for Building Online Recruitment Campaign” by Audra Slinkey,

“Powerful Postings: Right words land the right candidates” by Jennifer Lynham,

CareerBuilder, CareerBuilder.com

The Recruiters Network, www.recruitersnetwork.com

“Jazz Up Your Job Postings: Sell your company, set yourself apart” by Nancy Porte,

CareerBuilder, CareerBuilder.com
