



HROne's

Handy Guide To Effective Recruitment Management



Recruitment Management Guide

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Recruitment Management	Process of Recruitment Management	Sources of Recruitment Management	Advantages of Recruitment Management
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What is Recruitment Management?

“Employers who excel in recruiting experience 3.5 times more revenue growth and twice the profit margin of other employers.” - SHRM

Organizations are fabricated using various building blocks, out of which, the most crucial one is Human Resources. This inevitable element comprises the personnel working with businesses or corporate establishments and run the same with their skills and capabilities. Also known as manpower, labor, associates, or simply employees, HR makes up the entire workforce of an organization.

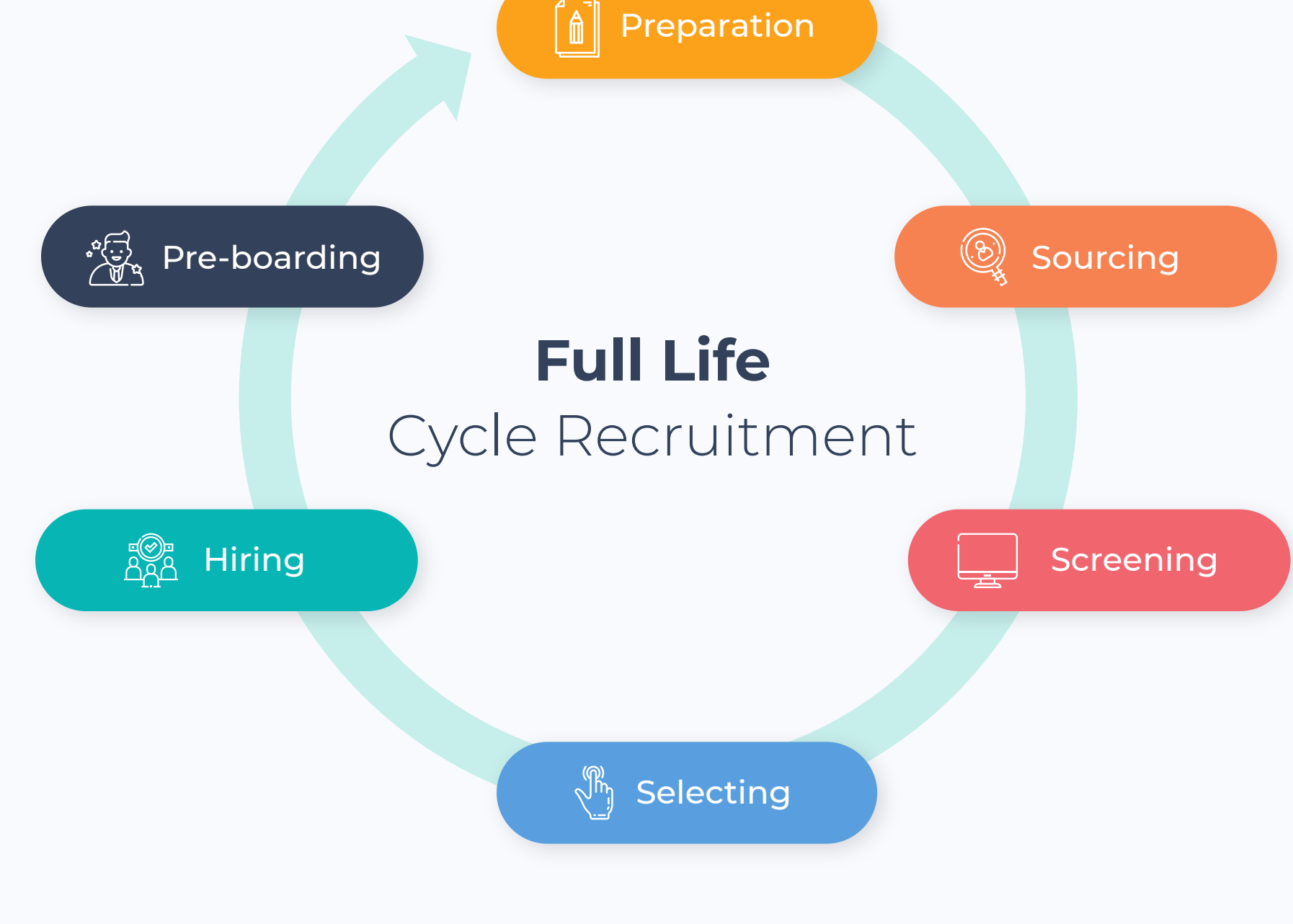


Now, there is a strategic procedure behind selecting, hiring, and integrating these workmen into the company. The HR department is responsible for executing this procedure through searching, recruiting, onboarding, administering, and training the employees. The very first stage of the employee lifecycle is [Recruitment Management](#) that involves a number of steps to incorporate the most well-suited candidate into the system as per requirement. And the organized set of operations that streamline the journey of an eligible job seeker from posting ads for vacancies to the selected candidate’s induction is summed up as Recruitment Management.

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What is Recruitment Process?

The process of identifying job openings, assigning recruiters, sourcing candidates, interviewing, and engaging them is collectively referred to as Recruitment Management. In order to effectuate and streamline the steps of recruitment, all-inclusive HR software have been adopted by almost every other organization nowadays. The process of hiring & recruitment becomes exponentially faster and more efficient by using HR technologies and automated/ online recruitment software.



Recruitment Cycle

The process of recruitment goes on in circles until the right candidate is found. This whole procedure is a cycle of smaller processes that are administered to ensure a smooth execution of recruitment. Broadly speaking, Recruitment Management encompasses 6 main stages including:

Preparation

Any organizational process requires rigorous homework and a lot of preparation to do before implementation. Likewise,

if you have ever witnessed the execution of recruitment procedure, there is considerable amount of planning and devising that goes behind it which includes:

- Identifying the needs**
Aright, so there must be a gamut of operations going on in your organization to keep it running smoothly. And, of course, even after technology adoption, these functions need human hands to yield the optimum output. Now, you need to perform some requirements gathering as to what qualities the candidates should possess to do the same and make sure it aligns with your company's objective before you dive into the candidate search.
- Preparing a job description**
Based on the needs analysis, you must have landed on the right characteristics in a prospect to be eligible for the job, the expected competencies, the required roles & responsibilities, and the correct criteria to assess and hire them. This is what you write down on a paper/in your mail to send across as the JD.
- Creating a recruitment plan**
Now comes the tricky part. From top to bottom, you must make a stepwise strategy to execute the recruitment process. Planning mainly involves deciding on the hiring budget. From the spreading the word about the vacancy to the interviewing and onboarding processes, the costs and other resources required for each stage of recruitment must be forecasted and arranged accordingly.
- Finding recruitment sources and job portals**
This step depends on the connections you have built in the market so far. Searching for the right candidate for a particular kind of job becomes much easier if you find the right people at the right time and know the right platforms. Posting ads, parsing resumes, shortlisting prospects, and inviting them for a 1-on-1, everything becomes a piece of cake when you know the appropriate recruitment sources.

"If you wait until day one to engage a new hire, you've already fallen behind: 65% of employers reported hiring people who do not show up on their first day." - 360 learning

Just as the new employees enter the organization, surprise them with a warm welcome and be ready to introduce them to the system without forgetting a thing! Use the [free employee onboarding checklist](#) to ensure an organized enrolment process of the newcomer.

Sourcing

Procuring, locating, and selecting the candidates as per set criteria is another integral part of the recruitment process. It involves:

- Posting job advertisements
- Joining a recruiting network
- Gathering referrals
- Adding and parsing data
- Examining the existing pool of candidates



If you wish to perform the recruitment process online during challenging times like COVID-19, check out the tips here - <https://hrone.cloud/how-to-manage-hiring-in-covid-19/>

Screening

"Companies lose as many as 89% of potential candidates due to prolonged screening processes."

Using HR management software like HROne with a robust recruitment module, makes the screening process faster and simpler, attracting more prospective employees.



- Ticking off the basic requirements**
The fundamental requirements that need to be present in every prospective employee include basic educational qualifications, nationality, interpersonal and soft skills, a clean professional and legal record, and proof of decent character.
- Shortlisting the eligible candidates**
Next comes the needs relevant to the job. There is an eligibility criteria that every recruiter sets through a detailed job description. Now is the time to ensure that the shortlisted candidates match these defined parameters. For example, job-related knowledge, skills or experience, location or shift limitations among other necessary must-have factors.
- Prioritizing the better-suited at each stage**
In the screening process, with each passing stage, the recruiter comes closer to the employee. This is because the best-suited candidate moves a level up after eliminating the ones who are less likely to fit in.

"The recruitment culture at Netflix is not prescriptive. It supports the idea that the new joiner should fit in and adopt the company's culture, not necessarily going by the rulebook."
- Matching the holistic picture of candidate for the role**
So finally, the last step of screening is visualizing the selected candidate as an employee of the company. If the person can be given the right nurturing environment and the organization also reaps benefits from this new bond, then it's a win-win!

Selecting

Next comes the real job where candidates as well as recruiters are under the lens. Candidates undergo a number of scrutinies to finally get hired. Similarly, the recruiters go through their own tests of conducting the selection process and making the right choice. Candidate selection includes:

- Written/online examination
- Personal interviews
- Detailed assessment
- Background verification
- Decision making



Hiring

Lastly, when the candidate is finalized, the job is offered for him/her to analyze the opportunity and make a decision. The hiring process is all about:

- Issuing the offer letter
- Clarifying contract details
- Confirming the offer acceptance

Find an easy and quick way to draft the offer letter here: [Offer letter template](#)



Pre-Boarding

Once the offer letter is accepted by the selected candidate, the following stages are followed to make sure that the rest of the stages of the employee lifecycle is a smooth sail.



- Pre-joining formalities**
Documentation is the most important part of pre-joining. From education certificates, work experience letters, character certificates to salary slips, and ID proofs, every piece of paper is procured and verified for employee authentication.
- Online Communication**
Before the first working day, employers engage with the recruits through emails and messages. The employee's interest in joining the company is sensed and maintained by regularly interacting with him/her before he/she sets foot in the organization. It could be welcome notes, company brochure, an introduction video, or simply a check-up mail to keep in touch with the newbie.
- Asset Availability**
Assets are readily and handed over to the newbies as they join in. For example, the workstation, important credentials, access to the system, and other resources required to execute the daily functions are arranged beforehand.
- Candidate Engagement/Experience**
In order to enhance the overall experience of the recruit, employee engagement techniques are followed in the company. This is done so that even before joining, the candidate could feel the company culture, get a closer glance at the modus operandi, and get comfortable.

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What are the sources of Recruitment Management?

“Candidates are twice as likely to accept cold emails if they have interacted with your brand before.” - **RecruiterBox**

External Recruitment Sources

- ✔ Job Boards
- ✔ Social Media
- ✔ Print Media
- ✔ Company Website
- ✔ Referrals
- ✔ Career Fairs
- ✔ Direct Contact
- ✔ On-Campus Placements
- ✔ Placement Agencies/Third Party Recruiters

Internal Recruitment Sources

- ✔ Referrals
- ✔ Temp-To-Hires
- ✔ Internal Job Posting (IJP)
- ✔ Transfers
- ✔ Promotions/Service
- ✔ Extensions
- ✔ Demotions
- ✔ Retirements



External Recruitment Sources

Internal Recruitment Sources

External Recruitment Sources

This way of hiring employees particularly includes seeking talent outside of the organization. External recruitment sources include spreading the word about vacant positions in the company through methods such as job portals, campus recruitments, walk-in interviews, employee exchange programs, job promotions and advertisements through various social media, print media, and other platforms. The external means of recruitment increases the chances of employing high quality candidates and that too for filling a wide variety of vacant positions.

- ✔ **Job Boards:** A website used by recruiters to advertise job vacancies from where job seekers can find opportunities.
- ✔ **Social Media:** Employer branding and recruitment marketing are collectively used to pitch candidates for hiring through social media platforms. LinkedIn is considered as the largest medium where professional networks can be built.
- ✔ **Print Media:** Employers can also publish ads in the newspapers and magazines to attract candidates for recruitment.
- ✔ **Company Website:** Providing the contact information like phone numbers and email addresses of HR professionals/employers is another way to hear from the eligible candidates.
- ✔ **Referrals:** Employees working with an organization can refer their friends, relatives, and acquaintances with suitable skill sets to apply for a job vacancy.
- ✔ **Career Fairs:** AKA job fair is a recruiting event organized at a particular position where employers & recruiters from different organizations come together and meet with potential employees for filling vacant positions in their respective companies.
- ✔ **Direct Contact:** This is the approach where either the candidates appear for walk-in interviews or any of the party (employer/ applicant) directly calls up to enquire about the vacancies in the organization.
- ✔ **On-Campus Placements:** Through this means of recruitment, employers visit certain colleges and educational institutions to interview and select candidates.
- ✔ **Placement Agencies/Third Party Recruiters:** These are the consultancy firms that different organizations (employers) hire or partner with to coordinate with prospective candidates.

Internal Recruitment Sources

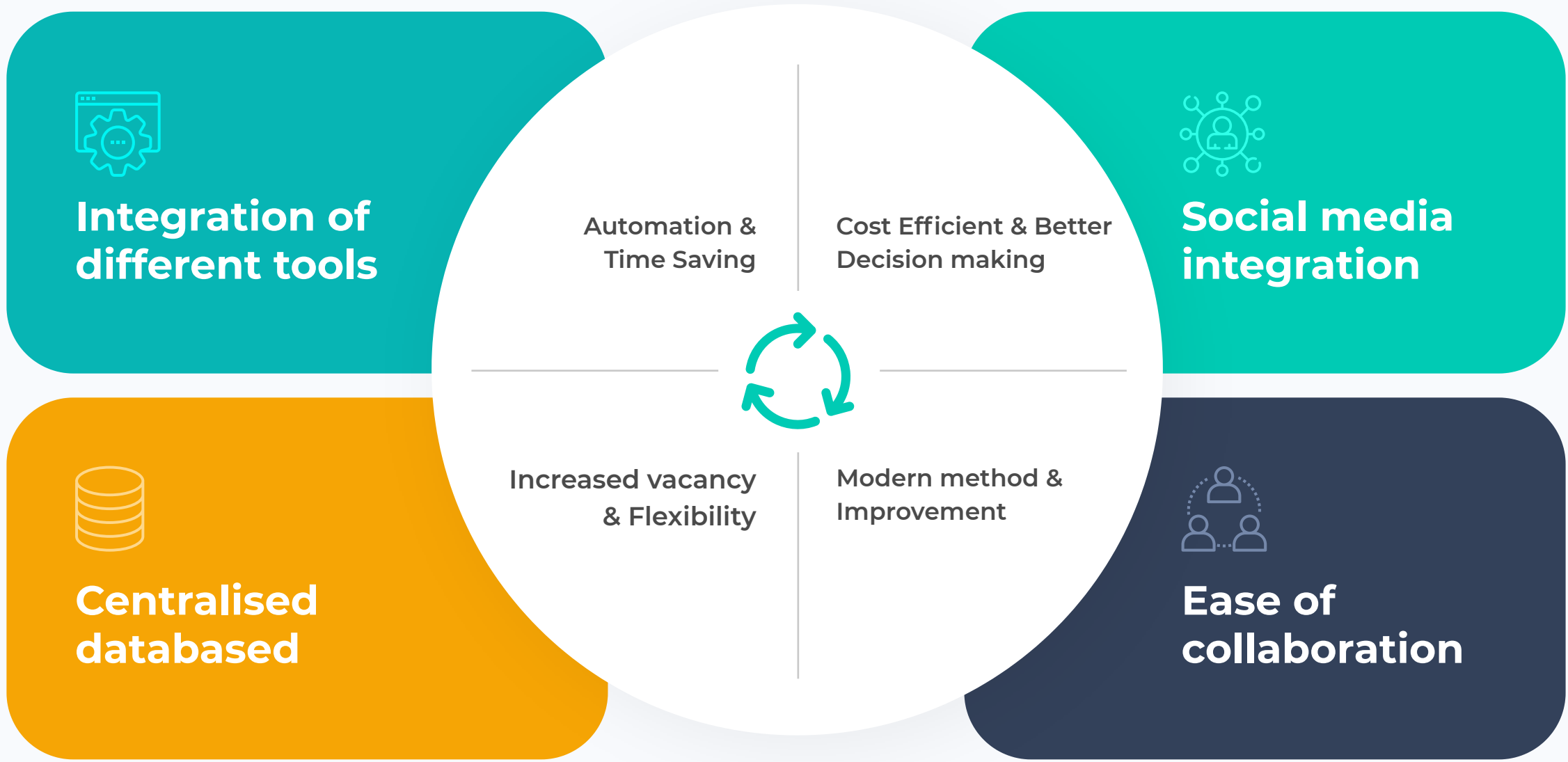
This mode of employee recruitment involves rearranging the existing permanent employee base of the company. It includes promoting the outperforming employees to a higher level and similarly demoting the underperformers to a lower level. Also, releasing internal job postings for employees to apply to and undergo an interview procedure just like external recruitment is a part of this. By the means of internal recruitment, the hidden talent inside the organization is revealed and employee growth, retention, and satisfaction is promoted by leaps & bounds.

- ✔ **Temp-To-Hires:** Some outperforming interns, trainees, or temporary employees are converted into permanent employees under certain terms & conditions.
- ✔ **Internal Job Posting (IJP):** Once in a while, organizations declare job vacancies within the organization to shuffle the interested, capable, and eligible employees from one department or location to another.
- ✔ **Transfers:** In this case, the employers transfer an employee from one location/branch of the organization to another due to promotion, performance or other reasons.
- ✔ **Promotions/Service Extensions:** Performance appraisals lead to promotions and change in designations of employees. Similarly, service extensions provide them more time to work with the organization. In both cases, a vacant position remains filled.
- ✔ **Demotions:** Similar to promotions, employees are often demoted under circumstances like underperformance or any kind of misconduct so as to acquire a lower position.
- ✔ **Retirements:** In case employers cannot find the right candidates to fill key managerial and CXO positions, then they prefer to call back and hire their own retired employees.
- ✔ **Referrals:** This is a common practice in external as well as internal recruitment. When we talk about the latter, only employees of the organization are referred by their colleagues for filling a vacant position and not from outside the organization.

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What are the advantages of effective Recruitment Management?

Using a top-notch Recruitment Management System, employers can reap benefits such as:



- ✔ **Integration of Different Tools:** Due to the intervention of technology in traditional recruitment practices, various automation tools are seamlessly integrated with the system. A recruitment management software helps each process become highly efficient and a large amount of time & energy is saved.
- ✔ **Integration of Social Media:** The unification of social media and recruitment has cut various costs that were earlier incurred in manual sourcing and selection. Moreover, the candidate search has become simpler, faster, and more efficient.
- ✔ **Centralized Database:** Software used to manage recruitments has a centralized database that stores all the hiring-related information at a single location. In this way, recruiters don't have to juggle through multiple systems and the vacancy closure rate and flexibility is increased.
- ✔ **Ease of Collaboration:** Using recruitment management systems is a modern method and therefore, brings a large scope of improvement in the area. Employers can easily collaborate with a third party recruiter or even directly approach the potential candidates now and shortlist the right match with more efficiency.

Once the Recruitment Management process is streamlined, the whole organization experiences benefits including:

- ✔ **Lower Hiring Costs**
When every aspect of the process is pre-planned, specifically the budget, then the overall costs incurred on hiring are automatically controlled. A systematic recruitment management program results in economical operations and the incorporation of recruitment software boosts overall cost cutting and time-saving through quick & minimized tasks. Expenses incurred on advertising, connection building, equipment, travel, administration, and benefits do not burn a hole in the employer's pockets anymore.
- ✔ **Better quality of new hires**
The efficiency of recruitment management software and the planned execution of the entire procedure helps the recruiter to reach high-quality candidates. A strong candidate search and sourcing coupled with precise screening leads to the selection of the perfect new hire. The recruits are likely to be more competent, productive, and loyal if chosen through a proper recruitment process.
- ✔ **Increased employee understanding**
With each minute detail being on the table before and at the time of recruitment, employees are able to understand and retain the company-related information. In this way, the chances of miscommunication minimize and the HR professionals/employers need not send frequent reminders, conduct heads-up, organize training or face breach of employment contract.
- ✔ **Maximum productivity**
Once the KRAs are clearly outlined & explained to the new hire and all the necessary resources are made available, it becomes simpler for them to achieve the targets within the stipulated time. As mentioned above, an appropriate recruitment process helps recruiters to reach high-quality candidates. So, productivity never becomes an issue, thereby enhancing the employees' as well as the business's performance. Besides, the recruitment management software becomes a cherry on the cake to support employee proficiency.
- ✔ **Competitive Edge**
Lastly, not only in terms of products & services, companies are also pitted against each other for the quality of employees. Companies following a proper recruitment management process always end up hiring competent, dedicated, and loyal employees, thereby sustaining top position. Hence, it helps them sustain an eminent position in the market among other contemporary organizations.

Register & take a quick demo now!

Recruitment Management is only one of the high-performing modules offered by HROne. If you wish to boost the performance of any other HR operation or need to adopt a complete package of HCM suite, register and take a quick demo now!

BOOK A FREE DEMO!