

Flat Fee Recruiter

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6 Step Guide to Summer Recruiting



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INTRODUCTION

Whatever time of year you choose to recruit - remember every month has its challenges! One of the toughest periods to decide if you are going to recruit or not is the summer.

Faced with a potentially smaller talent pool and a leaner resource in your own company may lead you to think that waiting is the best policy. However, if you wait until September to commence your recruitment activity, you may find yourself under unnecessary pressure as there is increased demand for talent and your time. This could result in an elevated interview-to-hire ratio and poor last minute hiring decisions.

THE BENEFITS TO SUMMER RECRUITING

Should you choose to recruit in July and August, there are a number of benefits to be had. We have written a great post about this here, but to summarise:

1. You have more visibility and reach and less competition for talent
2. Applicants can get time off for interviews easier
3. More people look for jobs whilst the boss is away
4. There is an influx of graduates
5. You probably have more time and will be more considered with your hiring decisions
6. Your environment will be more relaxed and welcoming to new starters
7. You have more time to train and develop people and get your new starters prepared for a busy start to the final quarter.

But, how do you ensure that your strategy for recruiting when it is quieter, achieves your hiring objectives and you still get access to the best talent?

To help you on your way we have put together this “6 Step Guide to Summer Recruiting” designed to guide you through a thought process that will allow you to take full advantage of the benefits we have listed above.

6 STEP GUIDE

STEP 1 DEFINE THE ROLE

Before you get started on any part of your recruitment campaign – make sure you know what the job is and the kind of person you want to do it. It may seem like stating the obvious, but you would be surprised how many of our customers “change their mind” once they set off. Think about the potential available pool of talent that you have for this role in your geographical area - are you being realistic with your expectations? Whether it is summer or not – looking for a black unicorn on the moon is never going to materialise into an interview.

STEP 2 DEVELOP A PLAN

Consider your recruitment process from start to finish. Taking time out at the beginning to plan your recruitment will enable you to be more flexible and recruit more effectively. You may want to consider: budget, salary, systems, processes, internal support, time frames, shortlisting, interview styles and tools, pre-employment checks and induction.

For more on this take a peek at our [SME Recruiter Guide 2016](#).

Communicating your plan throughout your team and company will not only demonstrate that you are actively recruiting to fill the gaps (and increase moral) but it will also mean that potential applicant queries and process will be dealt with efficiently promoting a positive brand image.

STEP 3 GET ORGANISED WITH YOUR TIME

Getting organised with your recruitment should be for life, not just for summer! However, it is even more vital to make sure that you are organised over this period as you have your own holidays to consider plus those of your team and the job seekers.

The average length of our adverts run for 28 days and depending on the job role, we would expect most of your applicants to have applied by the end of the third week. We also recommend you start to screen and contact your applicants by the end of the first week – especially in the holiday season.

Diary management is king here! Many of the applicants will have their own holidays booked too and you do not want to unnecessarily drag the selection process out because of this. Look internally at others in your team who are skilled at conducting interviews and try to cover as many days over the interview period as possible between you. It may be a good idea to create a shared online diary that everyone can access. **Ask us about how our recruitment system can do online booking and shared diaries for you.**

STEP 4 BE FLEXIBLE

Don't be too rigid in your plan and be empathetic to your applicants. You may find that arranging interviews with some applicants is a breeze as they can take increased time off, others may have had holidays booked for over a year and although are keen to come and see you, they may not be able to jump at your request. Good applicants are worth waiting (a bit of time) for but look at other methods to conduct the first initial stages too – maybe telephone interviews or video interviews. You do not need high cost platforms – Face Time and Skype are free!

Another area to consider is how you engage with your applicants. Wherever your applicants are (and this could be across the globe at this time of year) phone calls or emails may not be the quickest route to get hold of them. However, most of them will have their mobile phones next to them by the pool and they will be available on text.

STEP 5 CONSIDER THE PASSIVE CANDIDATE

The summer is a great time for us all to relax and ponder over our job and career. We have worked hard for the last 6 months with very little time to think and finally we have a chance to get our thoughts in order and consider what we really want. With our mobile phones at hand we may just have a quick browse for jobs, but we will certainly be more focused on our social space (aka social media and time together) whilst engaging within our social sphere we will naturally have a more open and relaxed mind.

Passive candidates account for at least 80% of all job seekers and usually they are particularly hard to attract. However, as they are now on holiday mode, it is a good time to reach out and access them.

Advertising on the internet job boards is a great way to attract potential candidates to your vacancies – we know we have helped thousands of companies hire this way. But don't forget the power of your personal, your team's and your company networks that will allow you to reach out to these passive job seekers too.

STEP 6 COMMUNICATE

We have already mentioned communicating with your team and management over the plans and diaries but also consider what you can communicate with your recruitment suppliers too. The more your suppliers understand your plans and schedules the more they can help you achieve your goals and they may even surprise you with a helpful hand somewhere, a gem of advice or service you knew nothing about.

Recruitment Agencies won't pester you, you will be better placed to meet advertising deadlines, software and graphic agencies can work to your schedule and alert you of downtime or potential tech issues to allow you to contingency plan too. Communication with all of those who are involved in the recruitment cycle will undoubtedly ensure a much smoother and efficient process.

Oh, did we mention communicate with the job seekers too? Kind of goes without saying – but have a think about all the touch points including your adverts, your careers site and your communication templates. Managing their expectations and communicating with them allows you to implement your summer recruitment plan with much more efficiency.

CONCLUSIONS

There are so many benefits to be had for commencing your recruitment strategy before the big recruitment 'bun fight' in September and with a little bit of consideration and communication of your time, plans and attraction strategies you can really make it work for you.

Many of our clients have well thought out recruitment plans with their own staff members holding additional Line Management access on our recruitment platform. Having approved all the advert drafts in advance, our clients can go on holiday knowing that on an agreed date (on their timeline) Flat Fee Recruiter will publish their adverts to the job websites and social media and also ensure it is working. In the meantime, their Managers can view the applicants and start to screen CVs and even arrange interviews for when the key decision maker is back from holiday.

How do you plan to recruit over the summer? We would love to hear from you and if we can fit into your schedules and holidays – just let us know...maybe we can fit right into your suitcase too?

Happy recruiting!

OTHER USEFUL ARTICLES BY FLAT FEE RECRUITER

The SME Recruitment Guide for 2016

Hiring Staff: What you need to know

Back to Work: Engaging your staff after the holidays

Fit for Work: Managing sickness absence

