

# HR QUICK TIPS

## Recruitment

### EMPLOYER VALUE PROPOSITION

Establish a great employer value proposition that makes your business shine.

- Compensation and benefits policy
- Rewards and recognition
- Flexible / family friendly working arrangements
- Employee welfare
- Training, development and career pathways
- Fantastic environment and corporate culture

### TALENT SOURCING

- Don't rely on job-boards - they only capture job seekers and are increasing less effective.
- Use every possible sourcing channel
- Use inspiring advertisement copy - don't just copy your job description. It should be a piece of marketing material - to attract

### SOCIAL MEDIA

Promote your vacancies and career opportunities on social media

- Use social media channels that are popular for the applicant cohort.
- Build up followers on the various channels
- Use the media to promote company culture, work environment and general greatness
- Collect employee endorsements and video content for posting.
- Ensure the company website is attractive and a good recruitment portal.

### REFERRALS

Establish systematic referral process and culture.

- Incentivise and recognise (need not be expensive) employees that refer possible applicants.
- Ensure all business associates know you are recruiting, welcome referrals.
- Have a professional process to approach and handle the referrals - you want the best experience possible.

### CONSISTENT PROCESS

A standardised recruitment process will ensure all campaigns are smooth.

- Strong job descriptions and position requirements.
- A standard approval, sourcing, selection and decision making process.
- Prompt feedback and decision making for all applicants.
- Comprehensive induction and on-boarding process.