

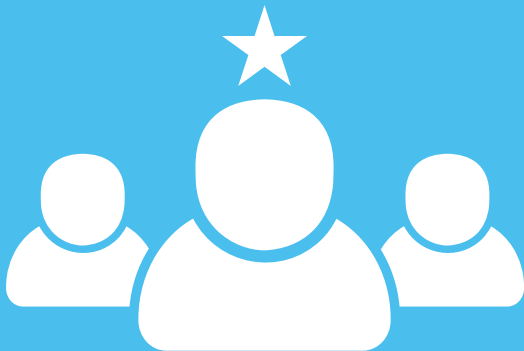
50 Quick, Easy to Action Tips for Improving Your Candidate Experience and the Reasons Why You Should

Job Descriptions

Of the candidates who rate their experience as “great”, 74% say they’ll apply again, refer others, and make purchases when applicable.

1

Get the job title right, you’ll miss out on top talent if they’re searching for something different.



2

Start with a very brief overview of the job, just a few sentences.

3

Bear in mind that women tend to qualify themselves out. Research shows that even when highly qualified, women are less likely than men to apply for a role if they don’t have all the required qualifications.

4



Avoid superlatives, like “best”, “world-class” and “industry-leading”. It’s assumed you’re looking for the best available talent in the industry.



5

Don’t just list tasks, talk about the responsibilities.

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Mention your company vision, purpose and values so applicants can decide if they're a good fit.

8

Create urgency by including start dates.

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Avoid cheesy or overly-creative job titles. People want to have a clear understanding of the purpose of the role.

7

Ask current employees for their input. What was their personal experience when applying to the company?

9

Job descriptions with a salary range get 75% more clicks, make sure it's there.





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Record a video of the hiring manager describing the role to you so you can use it to promote the position.

15

Post personal content on your public social media pages. Everyone has the potential to be a candidate. If you can get the attention of people before they're looking then you'll stick in their mind when they are.

12

When doing business development, don't just copy and paste generic messages. People can see straight through this and you'll end up with a low response rate.

13

Think of it as building a relationship with the talent, not just trying to place them.

11

Go where they are, if you're looking to recruit recruiters you know they'll be on LinkedIn. If you're looking for developers you'd more than likely find them on Reddit.



Sourcing Talent

82% of job seekers believe the ideal recruiting interaction is a mix between innovative technology and personal, human interaction.

16

Get back in contact with candidates who were previously unsuccessful in other roles. You'll already have a relationship with them and they'll be glad you remembered and considered them for another opportunity.

Application Process

67% would re-apply for a position at an organisation if they have a positive candidate experience.



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Remove any steps that are unnecessary or repetitive. Top candidates are applying to several jobs a day and they'll drop out if it feels frustrating.

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Give the applicants options on how and when they want to interview. If they're still working somewhere else it could be difficult for them to get time off to interview.

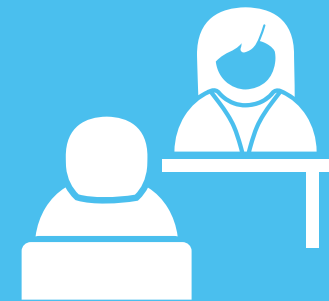
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Make the candidate aware of the process from application to either rejection or hire so they know what to expect and when.

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Give feedback.



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Be open to receiving feedback.

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Follow up in a timely manner. If there is no update, still follow up to let them know. No news is still news.



23

In a candidate short market, you want to convince the best talent to work with you. Remember you are selling the job to them as much as they are selling themselves to you.

24

If you're trying to attract a candidate, have a plan of touchpoints over different kinds of media. On average, it takes between 8-11 touchpoints before we gain engagement!

25



Have a dedicated contact person and make it clear who that person is. It eases anxieties to be sure you're contacting the correct person.



Interview

Candidates are 38% more likely to accept a job offer if the candidate experience was positive.



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Provide a lot of details beforehand, anything from where to park to the dress code. You want to come across as encouraging, not intimidating.

27

Share the LinkedIn profiles of the interviewers before the interview.

28

Review the candidate's resume before the interview so you are immediately ready to learn more about them and they aren't repeating themselves.

29

Outline the structure of the interview at the start so they know what to expect.

30

Don't talk too much, aim to be listening for 70% of the interview and only speaking for 30%.



31

Offer tea, coffee or water to settle their nerves.

33

Introduce them to team members they would be working with.

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Keep all of your questions job-related.

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Consider giving them a tour of the office.



34

Be cautious about non-verbal signals like eye contact and tone of voice.



36

Take notes. It can be hard to remember everything that's been said if you're interviewing several people.



37

During the first interview stick to work history and skills.

38

The second interview should be more about the candidate's soft skills, problem-solving ability, and competence.

39

Normalise nervousness.

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Let them know when they've done well. Try saying "that was a great answer" or even just an approving nod can go a long way.



41



Be aware some people aren't comfortable shaking hands so let the candidate know they have the option not to.



42

Have anti-bacterial gel in the room.

43

If you have remote working options you should have remote interview options too.

Be Aware

73% of candidates rate job searching as one of the most stress-inducing things in life. Even more stressful than public speaking, doing taxes, or getting a root canal.

44

Follow up with a video message saying it was nice to meet them and that you'll be in contact soon.

45

If you have to reject the candidate it's best to do so over the phone.



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Let the unsuccessful candidate know they will not be progressing any further in the process at the very beginning of the call so as not to keep them on edge any longer.

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Let them know you appreciate their time and energy and keep them in mind for future roles.

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If you've decided to offer the candidate the role, consider sending them a congratulations video message.

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Let them know they have time to consider the offer and that you don't expect them to accept right away.

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Simply treat them like the **human** they are.

