

# RECRUITING BEST PRACTICES



## INTERVIEW TIPS

- Have two people or a panel of interviewers involved in the interview to get others' perspectives and input. Be sure to inform the candidate so they are prepared.
- The interviewers should prepare for the interview in advance, to review the candidates' resume, determine what candidate attributes each interviewer will assess (i.e. technical abilities, cultural fit, etc.) and to assign specific questions to each interviewer.

## UNIQUE RECRUITING IDEAS

- Hold a round robin dinner. Candidates sit on one side of the table and internal staff on the other. After each course, have your staff move down a seat or two. This gives both candidates and current associates various points of view to consider.
- Host an open house after hours. Encourage current employees from all levels to participate rather than just management
- Hold a recruiting contest between branches with a "recruiting hot list." The branch that comes up with the most recruiting ideas wins a prize.

## MARKET YOUR COMPANY

- Recruiting Cards – Print business cards that have the company name, contact info, and "Now Hiring." Ask all employees to keep the cards with them wherever they go so they can hand the card to anyone they encounter who they feel would be a good addition to your team.
- Promotional items – Leave company pens, flashlights, etc. wherever you go.
- Alternative advertising – Consider billboards, radio, signs, and mass mailings.
- Job Search Workshop - Offer to provide a workshop at your local library for the community. Include a team member from Human Resources or a hiring manager to help create awareness of your business in your local community.
- Ask employees to "share" articles or job postings via their own social media accounts to create awareness.



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## SCHOOL RECRUITING

- Volunteer to speak in a classroom or with a collegiate organization on campus to offer students career advice and interview tips.
- Provide value to students by offering a company brochure, interview tips, tips on making yourself marketable on LinkedIn, internships, etc.
- Review the educational background of your current employees to determine which schools and universities you have the most alumni represented. Leverage alumni of those schools within your company to assist in recruiting, especially if they have relationships with professors. Post openings on alumni group pages through the university or LinkedIn.
- When attending career fairs, ensure that all recruiters know what type of candidates you are looking for. Make sure someone is always at your booth. Know your elevator pitch.

## POPULAR RECRUITING RESOURCES

- LinkedIn: Professional networking site that allows recruiters to search for potential candidates. Use LinkedIn for more than posting a job. Participate in topical LinkedIn Groups that relate to the job you're looking to fill, build your company career page and share content relevant to the industry to spread the word (encourage your employees to "like" or "share" company articles), you can even sponsor updates to target particular segments of users.
- Glassdoor: Job posting site that helps candidates know the culture of your organization before they apply. Like Yelp for the working world, Glassdoor allows employees to rate their employers and give feedback on the pros and cons of the company and the interview process.
- Facebook/Twitter: While not traditional recruiting tools, Facebook and Twitter can help spread the word about opportunities quickly and widely. Encourage employees to share your job postings via social media to their network, you never know who is looking for a new job.
- Indeed: Ability to post for all types of positions including full time, contract, and temporary workers. Traditional audience of Indeed has been those with little experience early in their career.
- ZipRecruiter: Allows companies to cast a wide net in their talent search by posting to multiple job sites with ease. Customization is limited but you'll reach a large audience if that's the goal.



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