

Make online recruiting work for you

Another recruiting resource by:



For more valuable information and
additional resources please visit:

www.RecruitingNevada.com

May 2006

Make online recruiting work for you

If you haven't started recruiting employees on the web, you're already behind the times. Online recruiting will produce qualified applicants from across the globe, increasing the likelihood of finding your new star performer – no matter what position or job level you're seeking to fill.

And, with the Las Vegas valley's unemployment level at low 3.5%, there's no viable workforce in our valley for employers to pull from. The only viable workforce is that which does not live here yet.

In Southern Nevada, organizations are being forced to dip into the unemployable employment pool or hire people who are incapable of successfully working within a particular industry, which is why it's critical to recruit online.

Technology has changed the dynamics of human resource strategies in the area of recruitment. With many human resource departments under pressure to keep costs under control, businesses are increasingly opting out of slow and expensive media and using technology to their benefit.

Online job searches are the fastest growing method for employer-employee matchmaking. What has contributed to this growth? Several things: quantity, quality, accessibility and its cost-benefit ratio.

Traditional recruitment efforts, whether through classified ads or word of mouth, are only able to travel as far as the medium or mouth takes them. Online recruiting sites work 24/7 for recruiters and potential employers and yield more resumes and legitimate candidates. Online recruiting also allows employers to post job openings as soon as the need warrants.

Most undeniable is the cost-benefit ratio that comes with online recruiting. Online recruiting costs a fraction of typical print media. This allows employers the opportunity to recruit for longer periods of time, in a variety of mediums and with the same – if not better - outcome as traditional recruiting methods.

Recent reports from a 2005 "Source of Employment Survey" conducted by Weddle – a research and consultation firm specializing in recruitment, retention and management – garnered more than 3,000 responses, indicating that more than one-third of job seekers found their last position on an Internet job board. The number reported is three times greater than the second most common source of employment, which was a call from a head hunter, at 10 percent. It's studies like these that have smart employers recruiting online.

The advent of online recruiting doesn't mean classified ads and networking are dead. Most people still use classified ads as a primary source for job hunting – a behavior still very habitual with employees.

With this in mind, employers need to approach recruiting more comprehensively, with a combination of new and old ways. Although your new employee may have submitted a resume to you via the web, they may have learned of the job opening through a colleague or an ad.

Employers should also utilize their company website as a recruitment tool. A majority of the time, potential employees visit your website to gauge your work environment as well as to learn what your community has to offer. A “Join Our Team” page can help you “close” the deal for employees. Simply add a page with job opportunity information, employee benefits, positive news on your company and details about your community (i.e. schools, churches, medical services and etc.) Potential employees will see this as an added value of being part of your team.

It’s also important to create a results-oriented tracking system to ensure recruiting dollars are being spent wisely. Talk to you human resources manager or recruiting head, and more importantly, talk to your job candidates and learn more about the way they job hunt.

Online recruiting, used correctly, can be an effective way to gain new, qualified employees without incurring the cost or time commitment of traditional efforts. As our community is continuing to grow at a rapid pace, many potential employees may be located outside our city and state, and will only know about your organization and job opportunities through the web.

If you haven’t joined the online movement, think about doing it soon. Competition is growing.

*Doug Geinzer is chairman of the We Care committee
and is president/founder of Recruiting Nevada.*