



# The recruiter's end of year toolkit

What you need to do now to hit  
the ground running in the new year



Twice as many people changed jobs in January 2016 compared to December 2015<sup>1</sup> which means your new hires are likely to be looking for roles in October and November.

In our [Getting ready for the new year](#) guide, we explained the importance of taking action in November to make the most of the January job spike.

In this toolkit, we're giving you some practical tips that will help you get those key positions locked away before the break – so you can hit the ground running in the new year.

## Activity Checklist

Complete

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Meet with the hiring manager

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Create irresistible job descriptions

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Write engaging InMail

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Power up your personal profile

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Spruce up your Company Page

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Bring your Career Page to life

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<sup>1</sup> LinkedIn data

A man with a beard and glasses is looking at a smartphone. The background is a blurred office setting.

Meet with the  
hiring manager

01

One of the first steps in the recruiting process is collecting information on the open position you're looking to fill from the hiring manager.

When you're trying to fill roles before the holiday period, you can't afford to waste any time with miscommunication, so it helps to be prepared.

#### Prepare a list of questions

- Learn about the details of the position
- Agree upon the recruiting timeline, and
- Build an execution strategy.

Some of the questions you should be asking include:

- What do you want to pay?
- What are the major responsibilities?
- What kind of education does it require?
- What technology does the candidate need to be proficient in?
- What are three must-haves for the candidate?
- What three qualities would immediately get a person fired from this job and why?
- If you had to hire someone without any prior experience for this job, what kind of personality and aptitude would they need to quickly get themselves up to speed?

#### Get the hiring manager on board

If you're a talent professional (recruiter or HR representative), don't waste time at the meeting – send meeting objectives and questions you need answered in advance, so the hiring manager comes prepared.

# Intake meeting form

Use our Intake Meeting Form to collect the information you need from hiring managers, saving valuable time in your quest to get roles filled before the break.

Role

Intake meeting date

Position description

Title

Location

Level (entry, senior, etc.)

Manager

Department

Notes/comments

Success factors

Skills/experience required – are there any gaps in the team?  
Do you have a successor? Industry experience?

How the hire will complement the team

Target companies, titles, universities

Reason for hire

How will the candidate be successful within their first 90 days of working here?

Any internal candidates to consider

Sample career trajectories

Compensation (base/ bonus/ other incentives):

Range

Bonus

Equity

# Intake meeting form (cont.)

## Process, key milestones

### Selection criteria

### How heavily will culture fit be weighed?

### Interview process

(e.g., batch days, panel interview days, how to pre-brief/debrief candidates, etc.)

### Must have interviewers

**Interviewer's level of preparedness** (e.g., interview trained, aligned on role expectations, prepared to participate and allocate time to interview/provide feedback)

**Establish a timeline**  
(search life cycle)

**Follow-up commitment**

**Level of engagement  
needed from the hiring  
manager**

### Importance of candidate experience

**Candidate satisfaction survey and net promoter scores** (if applicable)

## Working together

**Level of priority**

**Percentage of time the hiring manager/  
team will spend to help fill this role**

**Email response expectations**

**Feedback expectations** (quality and timeline)

**Ability to use folders in  
[LinkedIn Recruiter](#)**

**Identify specific folder  
being used for this position**

**Ability to access and use  
job referrals system**

**Preferred method for delivering status updates**

(e.g., setting reoccurring meetings, sending emails, phone calls, texts, etc.)

## Summarise discussion

### Shared understanding

**What the hiring manager can expect from you in the next few weeks**

**Any other opportunities to engage with the business or gain insights into how the team operates** (e.g., attending team meetings, shadowing business interviews, etc.)

**Key decisions made**

**Hiring manager's action items**  
(e.g., gathering employee referrals,  
attending follow up meeting, etc.)

**Recap meeting sent?**



# Create irresistible job descriptions

# 02

The best talent is not going to be attracted by the same old boring job descriptions. You need to think outside the square.

This checklist will help you get started in writing a great job description. You can pick and choose which information you want to include.

## Start with what you have

Updating your job descriptions will improve the quality of your applicants and save you from having to sift through a number of candidates who aren't a good match.

Start by checking out the descriptions you currently have to assess if they're as effective as possible, asking yourself:

- Are the titles searchable?
- Do they have a conversational tone?
- Do they highlight the position's impact and match your organisation's brand?

## Read job descriptions from other organisations

You're so used to dealing with your own job descriptions that you might not know what other companies are doing.

Use the [LinkedIn Jobs](#) function to search postings that have similar titles to yours, then read through and assess what the competition is doing well, and what you could emulate.

## Make your job descriptions great

Perhaps it's been a while since you've revamped your job descriptions. The end of year period is the perfect time to clean up shop and make them more appealing.



# How to write a killer job description

## Job title

Having a job title that is findable and straightforward is important. When you write out your job title, make sure that it is:

- Honest and doesn't exaggerate the role's importance.

- Search friendly – don't try to be too creative with the title. Candidates won't look beyond the title if they don't understand what you're looking for, so stick with common keywords that are self-explanatory.

- Free of gender or age implications.

- Descriptive of how the role ranks with other positions in the organisation.

- Comparable to similar jobs in the industry.

## Why join us?

This is the organisation overview section. Use it to describe why the candidate should join your organisation and try to keep it concise. Think about including:

- Your organisation's mission, vision, and values.

- A description of the culture and the team the candidate would join.

- Your organisation's past successes and industry impact.

- Any benefits the employee can expect.

- The organisation growth metrics.

## What we're looking for

This is your opportunity to describe your ideal candidate, and hopefully grab the attention of prospects that fit the description. Consider including:

- The traits the candidate you're looking for should have and key job requirements.

- The skills and experience that are essential for the role.

- The attributes of top performers at your organisation.

- If the position is full-time or part-time, paid or unpaid, or an internship.

- The location and whether or not travel is required (and how much).

## The impact you'll have

Illustrate what the candidate's day-to-day will look like and the opportunity she or he will have for career advancement.

- Express the value the position has within the organisation.

- Describe the role and responsibilities. Try to include 5-10 responsibilities.

- Begin each responsibility with an action verb in present tense. For example, "drive product naming" or "elevate the client experience."

- Include details on who the person would report to and where that person falls within the organisation's structure.

- Don't try to hide drawbacks with clever language – consider adding a "worst part of the job" section.

## Sound like you? Apply now!

Make the application process easy.

- Optimise your careers page for mobile.

- Save candidates some time by allowing them to apply with their LinkedIn profile.

## Learn more about (your organisation)

Use this section to include any further relevant information about your organisation. Try embedding an organisation culture video to mix things up!

## Contact information

Don't make the mistake of leaving out contact information. Include the recruiter's email and phone number so that applicants can apply and ask questions.



# Write engaging InMail

# 03

LinkedIn InMail can be used to contact anyone on LinkedIn, even those outside your network. This means you have access to 450 million professionals<sup>2</sup> who perhaps aren't currently job seeking, but could be a great fit for your organisation and would be open to having a conversation.

### Think mobile

74% of active candidates and 60% of passive candidates viewed career opportunities on mobile<sup>2</sup>. Keep your messages short and sweet so that your sentiment is easily read on a mobile device.

### Send a personalised message

Take the time to address the person individually and mention why you think they might be a good candidate for this role.

### Respond quickly

Be sure you're responding in a timely manner to candidates, hiring managers and clients. If you're late to respond to messages, your relationships may suffer and competition could swoop in.

### Set expectations

Let people know that you're looking to fill the role before the holiday period. This will help create a sense of urgency and set expectations about the process.

### Example:

*Hi John,*

*I wanted you to know about an exciting opportunity going at [Organisation] that we're looking to fill before the holiday period.*

*I really think this role is up your alley because of [reason], and I'm sure it could open some great doors for you in 2017.*

*If you'd like to find out more please get in touch as soon as possible as we'll be starting interviews soon.*

*Best,*

*Michael*

<sup>2</sup>LinkedIn data





Get your LinkedIn  
house in order

04

## Power up your personal profile

As a recruiting professional, your professional brand can make the difference between attracting and losing top talent.

Devoting time to building your professional brand will increase your response and referral rates, and help you recruit better talent. Here are four things you should do immediately:

### Update your LinkedIn profile

Think about the candidate and place yourself in their shoes, asking yourself:

- Do you stand out from every other recruiter out there?
- What did you accomplish in the past year that you should highlight?
- Does your summary align with your 2017 goals?

### Ask for recommendations

Ask those you've hired, placed, or worked with in the past year for a recommendation. If you receive a recommendation from someone, you should consider giving them one in return. The more you give the more you get!

### Update your picture

Still have that picture from years ago? Now is a good time to update your profile picture to something current. If you're unsure what makes a good picture, here are some tips on how to pick the perfect one:

- 1) Choose a recent photo that looks like you do on a daily basis
- 2) Make sure your face takes up at least 60% of the frame
- 3) Choose a facial expression that is warm and approachable
- 4) Make sure you're wearing what you usually wear to work
- 5) Choose a background that isn't distracting

### Share valuable content

Has it been a while since you posted anything on LinkedIn? Position yourself as a thought leader by sharing a recent article you found valuable.

### Update your team's profiles

Are you an expert at crafting profiles on LinkedIn? Help your team out and give them a profile consultation! When candidates are considering coming to a new organisation, they check out your team members' profiles too.

# Get your LinkedIn house in order



## Bonus tip

Use the [LinkedIn Talent Blog](#) to stay in the loop with articles on all things recruiting.

## Spruce up your Company Page

A strong LinkedIn Company Page helps you get opportunities in front of the right candidates. If you grow the number of people who follow your page, you'll make important connections that can lead to referrals as well as interested candidates.

Here are some tips to update your Company Page and add some impact to your year-end recruitment strategies.



## Bonus tip

Consider [LinkedIn Sponsored Updates](#) and receive 30-50% more applicants for your high priority positions.

## Spruce up your Company Page

Your Company Page on LinkedIn is where candidates and clients will go to learn more about you. Share content that is valuable to your audience and answers questions they may have, leverage your updates to share exciting news, and make sure they stand out by posting images, and showcasing your company's unique capabilities. Learn more [here](#).

If you already have one set up, check your Company Page metrics – which posts got the most likes? What similar content could you post in the coming weeks?

## Grow your follower base

Promote your Company Page with LinkedIn Sponsored updates, and ask your employees to spread the word.

# 79%

of followers are interested in job opportunities from companies they follow.<sup>3</sup>

<sup>3</sup>Source LinkedIn data

# Get your LinkedIn house in order

## Bring your Career Page to life

Your LinkedIn Career Page is an extension of your Company Page and where your jobs and employer brand come to life. It's a necessary first step to attracting and ultimately hiring the most qualified candidates in today's competitive market.

The next generation of [LinkedIn Career Pages](#) has been introduced to help you elevate your employer brand. Recent stats show, when candidates follow LinkedIn Career Pages, they're 2.8x more likely to respond to an InMail and 1.3x more likely to apply to an open job.

It's here, you and your employees can tell an authentic story about your company culture, and paint a picture of what it's really like to work for your organisation. With candidates on the move and changing jobs now, it's never been more important to make sure you get your Career Page in order now.

Here are a few ideas for great Career Page content that can help you bring your employer brand to life:

### **Start with what you've got**

Check your organisation's careers site and internal sources (e.g. your marketing team) for photos and videos. Look at your LinkedIn posts from the past 6-12 months.

Bring new life to these existing photos and videos by using them as content in the custom modules. In particular, look for content that really showcases your culture, like team activities or internal celebrations. The new 'Life' tab feature lets you share what life's really like at your organisation by allowing you to showcase articles and photos created by your employees, along with engaging videos, photos and posts.

### **Increase traffic to your Career Pages**

Bring in even more talent with Sponsored Updates that compliment your Career Pages. Ads will drive candidates to your Career Pages, LinkedIn Jobs, and career website.

# Get your LinkedIn house in order

## Bring your Career Page to life

### Engage candidates with personalised content

Drive the best talent to your organisation. Harness the power of LinkedIn data to personalise the web experience for your target candidates, based on who they are and what they do. Leverage the 'Jobs' and 'Meet the team' tabs where visitors are shown tailored job recommendations and can view employees at the organisation who are similar to them.

### Leverage employee's content

If employees are already writing for your company blog, re-publish their posts on LinkedIn. They're perfect for the Employee Perspectives section.

For more information and to get the next generation of LinkedIn Career Pages, click [here](#).



### Bonus tip

Measure the impact on your goals. LinkedIn Career Pages feature robust, real-time, in-product analytics to let you track, improve and share the impact of your employer brand on your recruitment goals. You can also assess page trends and viewership, and benchmark against competitors. [Get a free demo](#).

# Additional Resources

Building a strong employer brand on LinkedIn starts with building a strong employer brand, period. Neither happens overnight. But if you invest in increasing your reach, engagement, job interest and new hire staying power, you'll be well on your way.

For more tips on how to define, promote and measure your employer brand, download our [Employer Brand Essentials](#).

## About LinkedIn Talent Solutions

Attract, recruit, and empower the best people for your business with LinkedIn. Get access to quality candidates – active and passive, external and internal – on the world's largest professional network of 450M+ candidates.

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