Recruitment

is the process that organisations use to source, attract and identify candidates for their open positions. The goal of recruitment is to gather as many suitable candidates for the role as possible (through as many fitting recruitment methods as possible

External Recruitment

This is when recruiters search for candidates from outside of their organisation. They might do this by posting on job sites, using social media or posting job descriptions on their own career site. External recruitment can also involve contacting passive candidates — those who aren't actively looking for work

Internal Recruitment

This involves looking for candidates who already work for the organisation in a different role. Many companies choose to advertise the job internally before opening up the search to external candidates. This can allow them to save money since it typically costs less to promote someone than to hire a new candidate

What is selection

Selection is the process of assessing candidates' qualities, expertise and experience to narrow down the pool of applicants until you're left with the best person for the role. This process usually involves conducting interviews and using various tests and assessments to evaluate each candidate

Why recruitment is Important

An effective recruitment and selection process allows companies to source, attract and identify the best candidates for every open role. This can help to reduce attrition, increase productivity and even improve the company's bottom line

Attract best talent

An effective recruitment process connects you with top candidates. This is particularly important when you remember that around 70% of the workforce is made up of passive candidates, who probably wouldn't come across your job openings without active engagement from your recruitment team

Reduce turnover and absenteeism

And it's not just about finding the right candidates: a 2019 study found that almost half of the job seekers in high-demand industries had turned down a job offer because of a poor recruitment experience. A solid recruitment and selection process can help convince top candidates that you're the right company for them

Save business money

Leaving a role sitting empty for too long can be a big drain on a company's finances

Create a level playing field

By formalising the recruitment and selection process, you can ensure that it doesn't leave room for unconscious bias on the part of hiring managers. This gives everyone with the right skills and experience the same opportunity to land a role, regardless of their background