



RECRUITMENT & COVID-19



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How can companies be better with such an influx of candidates?

Covid Recruitment is a type of Recruitment I never expected to be writing about until only a couple of months ago. But now companies have a responsibility not only to their current employees but to their future ones as well. Covid-19 has hurt certain industries but have made others busier than ever as we go back to the new normal way of life.

Companies are recording hundreds and even thousands of applications for 1 role being advertised, so how can employers not miss out on that winning CV amongst the masses whilst also keeping the Recruitment process fair throughout.

Adverts

Make your advert stand out, a generic advert in times like these will attract the masses but with details of what it is you are exactly looking for and what skills they need will attract only relevant applicants. If you are in a job led market you don't want to waste the applicants time by applying for the wrong role and your time screening the CV.

Shortlisting

This is the process that will take the most amount of time, which as we know is a valuable commodity to many. If you have the Resources to read through hundreds of CV's for 1 role then it is a worthwhile task because no company wants to miss that perfect candidate. There are companies that will take this process off your hands allowing you to focus on other parts of the business. This is known as Recruitment Process Outsourcing or RPO and are used by many companies and when choosing the right one can get you great candidates for your business at a fraction of the cost of permanent fees

■ CV Calling

Once your CV's have been shortlisted now it's time to contact them. Remember you are calling people so if they do not answer first time call again, email and text. The right candidate will get back to you.

Plan your calls, know your business and what questions you are going to ask. This is where you get the chance to get the right people booked in for the next stage.

■ Interviews

Interviewing at times may not be as straight forward as it used to be and with the increase of zoom meetings. So, like everything else we need to adapt with the times. There is no reason why interviews at least first stage can't be conducted through video conferencing.

As always be thorough with your interviewing, plan the questions you want to ask well in advance and remember there are plenty of tools you can use such as personality profiling tests that can help you with your decision.



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