

# FIVE STEPS TO A GREAT HIRE

## 1 Effective Job Ads Should Sell the Job!

- ✓ Start with the title a killer job title, doesn't have to be the job description
  - Make it sound interesting
- ✓ Job Ads are NOT Job Descriptions, market to get the most applicants
  - Include what will they learn, who they will serve, your culture, their pay
- ✓ Tell your company story
  - Years in business, interesting clients and projects, awards, exciting equipment

## 2 Use an Applicant Tracking System (ATS)

- ✓ Saves Time
  - Find the best candidates searching custom application questions and resume key words
  - Easy collaboration - all candidate data in one place not piled on your desk
  - Custom workflows can automate emails, texts and tasks
  - Take the guesswork out of interviewing potential hires, capture responses
- ✓ Saves Money
  - Post to many organic or "free" job boards like Indeed, ZipRecruiter, Facebook Jobs, LinkedIn Jobs and more
  - Use JobFiller, the programmatic solution to place many sponsored ads for one lower price
- ✓ Get more and better applicants
  - Mobile friendly, LinkedIn & Indeed registered can apply with one click
  - Connection to your company's LinkedIn & Facebook pages
  - Keep candidates engaged and wanting more from your brand
  - Digitize the offer management process & automate onboarding

## 3 Place Ads in the Right Place

- ✓ Post once with the ATS
  - Syndicate to dozens of free job boards with a single click
  - Use a Programmatic tool like, JobFiller® to post to many paid job boards at once
  - Post to popular media channels and your social media sites

## 4 Rank and Track Candidates

- ✓ Set up savable searches by application answers specific to the position
- ✓ Search resumes using key words to locate skills
- ✓ Easily manage and track each team member's input during each stage of the hiring process – no more searching through emails to locate.

## 5 Narrow the Pool with Applicant Screening

- ✓ Do intelligence testing focused on how quickly they can learn
- ✓ Benchmark the job to get the best interview questions
- ✓ Use Talent Assessments & compare to the Benchmark
- ✓ Hard skills testing to validate claims the candidates resume
- ✓ Background checking, drug screens, protect you