

Fact Sheet

What is recruitment?

Recruitment is concerned with seeking out, attracting & hiring suitable candidates for a certain job/role. It's essential for companies to recruit the right person for the role in order for goals to be achieved. These individuals need to have the necessary skills and capabilities to carry their role.

All management involved in the recruitment process must have the appropriate knowledge in order to make the recruitment as efficient and fair as possible. The recruitment process will vary from company to company depending on the size of the company and resources available to them.

Internal Recruitment

Recruiting staff internally can be very beneficial to existing staff. This is because it provides further opportunities for growth within the business which in return boosts staff morale and supports succession planning.

External Recruitment

There are a number of ways to attract potential candidates externally. These include using the employer's website, recruitment agencies & social media networking sites like LinkedIn (this will vary depending on the type of job and seniority level).

Other effective methods of external recruitment include advertising with universities/colleges, posting adverts with local job centres. In order to reach a wider audience, it is recommended to use multiple outreach methods as this will widen the audience and improve the talent pool.

It's vital that employers pay close attention to their online employer brand as most candidates will expect to be able to apply for job online. Therefore, a company's online presence has never been more important.